

# PUBLIC RELATIONS

ADAM SCIENCES ✓



**Disaster PR . . .**

and now we

# "OPEN UP" THE WEST



The phenomenal success of the Broker Window Plan has necessitated a speed-up in our plans for expansion. The acceptance of the Broker Window Plan which we are jointly executing for the member broker firms of the New York Stock Exchange, and the Exchange itself, and a selected group of companies listed on the Big Board, will open in the Pacific Coast-Rocky Mountain States area in January. Seventy-two excellent, high-rent, high-traffic ground floor window locations will be used to display animated, self-illuminated itinerant three-dimensional exhibits telling the corporate story of listed companies. This financial public relations project has had a tremendous impact as a merchandising device and a good influence on the financial fraternity, the potential investing public and the employees of the companies exhibited. Those being served through seventy-two offices in the East currently are: Allied Chemical & Dye Corp., Carrier Corp., Chrysler Corp., Commercial Credit Co., Crucible Steel Co. of America, General Electric Co., New York Stock Exchange, Olin-Mathieson Chemical Corp., Sinclair Oil Corp., Socony-Vacuum Oil Co., Inc., The West Penn Electric Co., The Yale & Town Mfg. Co. and Westinghouse Air Brake Co.

For further particulars concerning possible participation in the Far-West and other new areas of the country, please contact us.

**BURDICK-ROWLAND ASSOCIATES, Inc.**

VISUAL PUBLIC RELATIONS COUNSELORS • DESIGNERS

104 EAST 40th STREET, NYC 16, N. Y.

• MURRAY HILL 5-7582



1854-1954

# 100 YEARS OF BANKING

Member Federal Deposit Insurance Corporation

AMERICAN  
TRUST  
COMPANY  
◇  
BANKING  
*Since 1854*

Member Federal Reserve System



BANKING OFFICES THROUGHOUT NORTHERN CALIFORNIA • DEPOSITS OVER \$1,000,000,000.00



**NOW!  
REACH FOR THE  
MOON... and GET IT!**

Make your next business  
film at Universal City  
where out-of-this-world  
studio facilities and  
priceless production  
experience are now  
within reach of all  
dollar-wise,  
down-to-earth  
business film  
budgets.

Find out about the production of your • Public Relations • Promotional • Sales Training and  
• TV Commercial Films using the facilities of Universal City, California, the 400 acre motion  
picture plant of Universal Pictures, through **UNITED WORLD FILMS, INC.**, a wholly  
owned subsidiary of Universal Pictures Co., Inc., 1445 Park Avenue, New York 29, New York.

NOT

• Wh  
New E  
PR Di  
two w  
newly-  
quarter  
makes

• The  
the re  
nation  
official  
from  
Wolco

• Bel  
in a P  
ing co  
Nathan  
practit  
spectiv

• All  
is buil  
a crush  
Goode  
faced  
public  
a new  
stream  
ney tal  
of pub

R

Natal

Wood

Jan

Ed

Publish  
lic Rel  
44th S  
Bowen  
tive V  
Vire P  
James  
as due  
a year  
Journ  
ber 29  
New Y  
Addit  
ber 6,  
foreign



## NOTED IN BRIEF . . .

• When Hurricane Carol whipped through New England in the fall, the New Haven's PR Director, Robert L. Barbour, was only two weeks on the job, with no staff in the newly-opened New York City Headquarters. How he managed the dilemma makes quite a story.

• The touring head of a foreign country, the reigning military hero, a significant national figure, an important governmental official all rate a 21-gun publicity salute from the visited community. Robert B. Wolcott, Jr. shows how it's done.

• Belaboring the subject of press criticism in a PR publication may seem like "carrying coals to Newcastle," but as Robert Nathans points out, the public relations practitioner must learn to keep his perspective when criticism rears its ugly head.

• Allen Rose tells how a floating exhibit is building good community relations for a crushed stone producer . . . Mackarness Goode gives helpful advice to PR people faced with unexpected developments in public functions . . . Robert Olds puts a new technique in education to work in streamlined meetings . . . Thomas J. Tierney takes public relations into the realm of public office.



**Milton Fairman**  
Editor

**G. Edward Pendray**  
Editorial Consultant

**Robert L. Bliss, Managing and**  
Advertising Director

**Natalie D. Ellinger, Editorial Executive**

**Woodrow G. Gatehouse, Business Manager**

**Janet J. Bauer, Circulation Manager**

**Herbert J. Rohrbach, Jr.**  
Advertising Manager

Editorial Office: 2 West 46 Street  
New York 36, Circle 6-0742

Published monthly, copyright 1954 by the Public Relations Society of America, Inc., at 2 West 46th Street, New York 36, N. Y. Frederick Bowes, Jr., President; Robert L. Bliss, Executive Vice President; George M. Crowson, Vice President; William A. Durbin, Treasurer; James H. Cobb, Secretary. Of the amount paid as dues by members of the Society \$7.50 is for a year's subscription for the *Public Relations Journal*. Reentered as second class matter October 29, 1954, at the post office at New York, New York, under the act of March 3, 1879. Additional entry at Rochester, N. H., October 6, 1954. Subscription rates \$7.50 a year; foreign \$8.50. Single copy 75 cents.

# PR JOURNAL

2 West 46th Street • New York 36, New York • Circle 6-0742

VOL. X, No. 12

DECEMBER, 1954

## ARTICLES

### Disaster public relations . . . . . Frank T. Richardson 5

*How Hurricane Carol caught the New York, New Haven & Hartford Railroad unawares, but fast-thinking by an experienced, although newly appointed, public relations man brought about unexpected dividends for the railroad.*

### PR tips on VIP visits . . . . . Robert B. Wolcott, Jr. 7

*When President Eisenhower paid Los Angeles an official visit recently, Wolcott & Associates showed how smooth public relations functioning could provide a 21-gun community salute.*

### Meeting press criticism of PR practice . . . Robert Nathans 10

*The President of Opinion Builders, Inc. shows how public relations should meet press criticism without losing its perspective.*

### PR showboat builds good community relations . . . Allen Rose 12

*A floating display aids the New York Trap Rock Corporation when it becomes involved in a ticklish zoning problem.*

### Successful public occasions are always the easiest . . . . . Mackarness H. Goode 14

*How strange occurrences can be used to public relations advantage and how to avoid pitfalls in major public events.*

### How to streamline a meeting . . . . . Robert Olds 16

*Tips on successful conferences from Ohio's unique Campaign College.*

### Public relations in public office . . . . . Thomas J. Tierney 18

*How public relations can and is being used in a particular public office—the Sheriff's office in Cook County, largest county in population in the United States.*

## COVER PHOTO

Hurricane Carol demolishes buildings and boats along the New Haven's tracks at Stonington, Connecticut—see story on page 5.

## Viewing With Alarm

ONE OF OUR FAVORITE trade papers recently editorialized on what it regards as a menacing trend and urged the PR profession "to move fast, because the hour is late." Three organizations have, it seems, avoided the use of the term public relations to describe activities that are exactly that; and this constitutes a "trend."

For each of these cases there are probably 50 organizations initiating and practicing public relations, and calling it exactly what it is. In our opinion, the three examples indicate lapses from sound judgment, and are disturbing as such, but certainly are no "trend." One oyster doesn't make a chowder.

Also, the editor of the trade magazine thinks PRSA should enforce and improve its code of ethics, and encourage its good members by throwing out "the others." And he thinks something should be done about the various promoters who are self-termed PR men.

We wish charlatans would permit us a monopoly on the term "public relations." They won't. There's no protection against them in the patent, copyright or trademark laws. Anyone can call himself a PR man, just as he can become an editor by buying a second-hand mimeograph machine. Nobody can do anything about either situation.

Now "the others" (whom PRSA is urged to throw out) are not, in our opinion, flesh and blood people. They are straw men of the kind we irritable editors occasionally set up as targets. If our editorial friend knows of a PRSA member who is violating the code of ethics he should start PRSA's judicial machinery in motion against him. It would be an appropriate action for a magazine that serves the PR field so ably in other matters. But he should keep in mind that the code is subscribed to only by PRSA members, and its discipline applies to them exclusively.

Maybe providence shields us from shysters. Certainly we have found few among the upward of 500 PR men and women of our acquaintance. Sometimes these colleagues are brighter, sometimes duller, than the preachers, doctors, teachers and editors whom we meet. But they are on about the same ethical wave length as the other professions. As do the others, they resent sweeping imputations. So do we.



## Uneasy Suspense Department

OUR BREATH IS BATED as we await Irma's next move. There seems to be some uncertainty as to whether "My Friend, Irma" will be back on TV,

convert to radio, or become just another memory. One columnist has Irma marrying a lawyer. Another whispers that the new husband will be a "wealthy public relations expert, one of the country's richest men." To this redundancy the columnist tacks a sinister comment; "Sounds like fun!" We're not so sure about this. Public relations would sorely tempt the script- and gag-writers, and the show would leave us all more embarrassed than convulsed. If Irma does come back as a bride we hope she'll march down the airwaves on a lawyer's arm. Lawyers probably make better husbands than PR men, and they're apter to be richer, too.



## Bow to Australia

THIS MONTH'S SALUTE to Alan Davis of the Commonwealth Trades Alphabet for a good PR move in behalf of Australia. Mr. Davis recently forwarded to U. S. opinion leaders a proof from the Sydney Morning Herald reporting Queen Elizabeth's visit to Canberra, where she unveiled the National Memorial to America. The unusual format of the Herald aroused attention, which was sustained by a colorful reporting job. Then the dedicatory words of the young Queen and her Australian ministers recalled the aid that Americans so generously gave, and recorded the gratitude of the commonwealth. The proof arrived in the U. S. at a time of crisis in Europe. Some of our larger allies, across the Atlantic, seemed to be forgetting their debt to America. This "thank you" from the Antipodes was particularly warming at that time. It probably saved us from isolationism.



## Vive Les Vedettes!

STRAIGHT FROM Public Relations, the somewhat staid journal of our British friends, comes this tip on the art of publicity as she is practised in France. To attract attention you must rely on une vedette, the Paris equivalent of a Hollywood starlet. No vedette, no attention. For example, when the Minister of Agriculture has a ribbon to cut, he is accompanied by the inevitable vedette, who signs the visitors' book with him, samples his wine with him, and kisses him on both cheeks—all while the cameras grind.

Quelle vedette! Quelle idee!

P  
dam  
Hav  
W  
fic  
Hav  
just  
line  
of h  
a sp  
It  
publ  
the  
Dec



National Guardsman William Kolodney points out heavy damage along New Haven's Mystic, Connecticut, tracks.

## Disaster public relations

*Hurricane Carol catches the New Haven unawares, but fast-thinking PR action wins appreciation of many*

By Frank T. Richardson

Resident Public Relations Manager  
New York, New Haven & Hartford Railroad Company

**P**ROBABLY NO RAILROAD in the country is more vulnerable to heavy damage by hurricane than the New Haven.

With the third largest passenger traffic volume in the country, the New Haven has 200 miles of track that run just above tidewater along the shore line from New York to Boston. Winds of hurricane force and high tides pose a special threat to its service.

It provides a particularly worrisome public relations problem too, because the New Haven carries thousands of

commuters and travelers through that area.

### Carol roars in

Hurricane Carol smashed into New England Tuesday, August 31. Many of the New Haven's passengers wondered how they were going to get home. Others worried about friends and relatives living along the shore line. Labor Day weekend was coming up. Many people planned to close their cottages at shore resorts.

The New Haven PR problem was double jeopardy—its primary duty was to inform the thousands dependent upon it for transportation what service it could provide. Its secondary problem was that Director of Public Relations Robert L. Barbour, only two weeks on the job, had no staff or physical plant in the newly-opened New York City headquarters. In fact the temporary office had but one telephone.

### The flood rises

At 10 a.m. that fateful Tuesday, Vice President-Operations Paul Goulett in New Haven, called Barbour and reported the first damage to tracks. Every half hour throughout the day he repeated his calls, telling of mounting damage, washouts, trains cancelled or marooned, mounting flood conditions, and steps being undertaken to move passengers and repair the havoc.

Barbour had meanwhile notified the wire services and calls from newspapers had begun to accumulate—21 by noon.

Barbour had begun to channel and integrate news dispatches with his Boston and New Haven offices when communications with Boston went out at 12:30 p.m.

### Help recruited

At 1 p.m. a film director walked into the maelstrom with an idea for a movie—Barbour sent him out for sandwiches. At 2 p.m. an advertising agency man appeared to solicit the New Haven account. His not to reason why, he soon found himself on the Grand Central Terminal concourse checking the passenger situation and announcements on the PA system. Manpower was important, any manpower. Reporting back to Barbour on his news assignment, the situation, said the ad man, wasn't good.

Then, at 3 p.m.—two hours before the commuter rush—a tidal wave knocked out the electric power which moved trains in and out of the station. Meanwhile, eleven trains had been stopped on high ground east of New London, where the floor of the station was under water, and a city-wide state of emergency had been declared; two bridges had been knocked out on Cape Cod; the few trains still moving were being routed inland through Hartford; and in addition to press queries and



operating reports from New Haven, people were beginning to call in for information about friends and relatives.

Midnight saw the New York switchboard close—to Barbour's surprise—but on his one telephone he could still make "out" calls. During the next hour he cleared up the backlog.

#### Checking up

An aerial photographer next was routed out of bed at 2 a.m. to take system-wide pictures starting at dawn so that a meeting of the railroad board of directors could assess the hurricane damage. Radio Reports was enlisted to check all news bulletins mentioning the New Haven—retroactive to 10 a.m.

Carol-crushed Barbour halted temporarily at 2:30 a.m.

#### The next day

The next day, starting at 6 a.m., follow-up calls and the half-hourly reports from New Haven began coming in. Barbour attempted to re-establish communications with his Boston office—which had meanwhile been making history on its own.

At 1 p.m. Barbour called New Haven PR assistant John Murphy, an up-from-the-ranks locomotive engineer, back from vacation to send him into the field with a photographer on an inspection train. Barbour reasoned Murphy's operating background and knowledge of technical language would be helpful.

#### Newspaper campaign

At 2 p.m. Barbour began preparation of newspaper copy with an ad agency called in, to inform the public that New Haven would not be what it should be for the Labor Day weekend.

At the same time, several thousand Operating Department workers were putting the railroad back together again in many of the shore areas.

Interspersed with these problems, Barbour managed to obtain the services of a well-recommended public relations assistant, and at 5:30 p.m. to hire a secretary who had returned for a second interview.

#### The president calls

Barely through the door of his home, at 2:30 a.m. President Patrick B. McGinnis—who had been stranded on Cape Cod without communications—phoned Barbour to be in New Haven at 10 a.m. for an emergency discussion on newspaper announcements of the railroad's Labor Day weekend service.

The new director of public relations

picked up newspaper copies of the advertisement he'd already run, chartered a plane from his home near the New Jersey-Pennsylvania line, and flew to Connecticut, placing the ad copy on the president's desk at 10 a.m. The ads were continued that afternoon and the following morning, revised to then-current conditions, in every major newspaper throughout the New Haven's entire system.

#### Edna moves in

Hurricane Carol had come and gone. The harried PR staff just had time to order some office furniture and shake hands when—reports of Hurricane Edna began to leak in.

This time Barbour was determined to be prepared literally for hell and high water. As Edna snarled her way north with New York City and the New England coast directly in her path, New Haven PR again went into action . . . advance preparation now.

#### The alert

On Thursday afternoon as reports became more alarming, Barbour alerted the New York, New Haven and Boston staffs for emergency duty. PR News-wire facilities were tapped for 'round the clock service. The PR director reserved 28 spots and six station breaks on Radio Station WQXR to be spread over three days. Four private telephone wires were reserved.

As Edna continued her course toward New York, Barbour's office fed hourly station breaks to WQXR until 11 p.m. Friday September 10. Half-hourly reports from operation headquarters in

New Haven were made to him on precautionary measures being taken and the initial effects of flood tides. This information was relayed to newspapers until midnight.

#### Edna veers eastward

Reassembled at 6 a.m. Saturday, the PR staff watched Edna veer eastward. New York and Connecticut escaped major damage with Providence damage limited to communications.

Hourly bulletins concerning train delays and cancellations had been telephoned to the radio station starting at 6 p.m. Friday. PR had recognized by noon Saturday that interruption of service would be minor and no bulletin needed after Sunday noon.

#### Opportunity to capitalize

PR Director Barbour, however, saw an opportunity to capitalize on the organized reporting program he had established. People had been calling WQXR and the New Haven Railroad in appreciation of the "unheard of" service.

The one-minute spots reserved were then used to tell the public what the New Haven had been doing; to praise the company's employees for their magnificent and successful efforts to keep the railroad running through two hurricanes; and coincidentally, to sell fast, low-cost New Haven travel.

The result, said Barbour, was an eye-opener. People from New Jersey, New York, Connecticut and Rhode Island heard the PR spots and showered "undeserved but wonderful-to-get praise upon our sagging shoulders." • • •

Bridge washout at Allyn's Point, Groton-Worcester Branch.





pre-  
and  
This  
pers

the  
ward,  
ma-  
nage  
train  
tele-  
g at  
l by  
serv-  
etins

saw  
e or-  
stab-  
QXR  
oppre-

were  
the  
raise  
mag-  
keep  
hur-  
fast,

eye-  
New  
land  
"un-  
raise

urnal



President Eisenhower acknowledges the cheers of crowds lining the streets as he drives through the city of Los Angeles.

## PR tips on VIP visits

By Robert B. Wolcott, Jr.

President, Wolcott & Associates,  
Public Relations Counsellors, Los Angeles

**N**EARLY EVERY U. S. CITY of any consequence at one time or another undergoes a visit from a so-called VIP. When these dignitary invasions take place, the press, radio, television and other media must be properly handled to achieve both the maximum amount of publicity and to avoid a bungling of the public report of the occasion.

The touring head of a foreign country, the reigning military hero, a significant national figure, an important governmental official . . . all these rate a 21-gun publicity salute from the visited community. The firing of this thunderous cannonade can sound like a fizzling dud if a raft of organization work, careful attention to details, and erecting of necessary safeguards aren't worked out well in advance and carried out with supreme efficiency.

### A visit from the President

This fall, in the white heat of the election campaign, President Dwight D. Eisenhower paid an official visit to Los Angeles. It was the first time a Republican President in office had dropped in to say "hello" to Southern California since the days of Rutherford B. Hayes. That would have been about 1880, so the occasion was fraught with significance and hailed by the citizenry at large, regardless of party stripe.

The sponsoring organizations, made up of leading local citizens, established a press, radio, and television relations committee. This supervisory group was headed by Don Belding, nationally known advertising executive. To coordinate all publicity and press handling activities, Belding retained the pro-

fessional services of our firm. Together, we developed the general plans for press coverage.

Since the experience of handling all publicity and press relations for such a momentous occasion has many applications for lesser (and less rare) VIP visitations, as well as for such allied events as testimonials, dedications, anniversaries, and special ceremonies, we pass along briefly what we found to be the basic procedures necessary to insure the success of such a project.

### Early notification for press

Keeping the press informed is a standard public relations practice, and it is particularly important when planning press handling of a VIP visit. In many instances, the event is part of a nationwide tour, so the city desks, wire services, radio and television news rooms, and magazine offices usually know of the impending occurrence. This makes your first job the rather elementary task of informing the press of your participation in the event.

Since this is done early in the game, it provides an opportunity for the press to plan their coverage well in advance (which they appreciate) and, also, to advise you of the personnel assigned to the project, their various needs, etc. Such advance data is vital, for it permits you to line up press rooms, telephone and telegraph lines, transportation, credentials, and a vast quantity of other important details.

### Security clearances

In the case of President Eisenhower's visit, this was a "must" for we had to handle the extra (and exacting) job of arranging security clearance for all men

Following graduation from UCLA in 1942, Robert B. Wolcott, Jr. was associated with Time, Inc., in Los Angeles, New York and New Orleans; Los Angeles International Airport; Palm Springs Chamber of Commerce; and the California Loan and Finance Association. In 1950, he founded Wolcott & Associates, industrial public relations counsellors.



assigned to the President's party, and all names had to be submitted to the Secret Service weeks in advance for routine investigation.

To properly prepare the community for the arrival of the VIP, a carefully worked out publicity schedule has to be developed. Purpose of such a publicity barrage is to secure maximum attention, whether it be crowds to line the parade route, jam the auditorium, or throng the public square. Obviously, timing is all-important, as your campaign should reach a crescendo the day your VIP wings into town.

If the dignitary is big enough, many times this build-up functions rather automatically. However, it doesn't pay to assume anything in the publicity field, so a studied, efficiently handled advance promotion campaign rates top priority.

#### **Rudimentary chores**

Long before our man hits town, there are a great number of nasty little details that must be taken care of. These include such rudimentary chores as tickets, badges, parking stickers, and other press credentials, which have to be prepared and printed; arranging for press transportation to all necessary coverage points; room reservations for the press traveling with the party; telephone and telegraph lines for press rooms; parking facilities at all key areas; stands and mobile facilities for movie and still cameras; traffic clearance for all press transportation; allocation of press seats at the various functions; and the providing of typewriters and other facilities at all press rooms and function areas.

#### **Following the President**

On the occasion of the President's visit to Los Angeles, it was necessary to arrange press coverage facilities from the time his plane touched the runway at International Airport until it lifted off this same runway the next day. Metropolitan newspapers, wire services, photo syndicates, newsreels (both theater and television) and newsmagazines assigned men to stick with the President's party "all the way," so complete facilities had to be provided at the airport, at the Hotel Statler, where the Presidential group stayed overnight, and at Hollywood Bowl, where he spoke before 20,000 persons.

#### **Special facilities**

What this specifically included was a fully equipped press room at the airport, two in the hotel (one for White House press, one for local press), and a similar,

### **SOME DOs and DON'Ts**

- DO** . . . *contact the press as early as possible, fill them in on all known plans, and keep them advised continuously.*
- . . . *work out a careful advance publicity schedule, timed to reach the climax the day of the event.*
- . . . *determine at which points the press plan to cover and arrange all necessary parking, camera, and reporting facilities.*
- . . . *get in touch with the local telephone and telegraph offices well in advance, to reserve communications lines.*
- . . . *assign professional help to each key area, to expedite coverage, answer questions, and handle emergency situations.*
- DON'T** . . . *wait until the last minute to arrange for printed matter. This should be taken care of weeks in advance, to insure delivery.*
- . . . *overlook the local police traffic bureau. You'll need their help in moving press cars, buses, and trucks quickly through crowded streets.*
- . . . *dissipate your ticket supply for the press. Keep a reserve on hand for the last-minute requests that always come in.*
- . . . *show favoritism to one local newspaper regarding seat locations, quantity of press credentials, etc. This is a sure-fire way to destroy your own relations with the press, besides those of the sponsoring organization.*

but less extensive set-up at the Bowl; two large buses, one for the White House press corps of 40 men, the other for local newspapers, wire service correspondents, and magazine representatives; telephone installations at the three major areas (airport, hotel, Bowl), telegraph lines and operators at the hotel and at the Bowl; parking areas for the press at all three points; meals and refreshments at appropriate times of the day and night; stenographic service for "off-the-cuff" remarks and talks; stand-by photo coverage to service emergency needs; stationary stands and mobile fork-lift trucks to provide elevated picture coverage for still and movie photographers at the airport; a two-level camera stand at the Bowl, which ultimately accommodated two dozen newspaper, television, and newsreel cameramen; a special photo car which preceded the President's limousine along the parade route for crowd shots; and quantities of aspirin and coffee, for one and all.

#### **Logistical requirements**

The logistical requirements involved in handling more than 300 members of the press, from the simple beginning point of arranging for their necessary credentials, to preparing explanatory memoranda which described the President's route, his itinerary while in the city, and a complete story on the giant rally, to the grand finale of lugging them out to the airport the following day to wave goodbye, probably resembled a miniature planning of the invasion of Normandy back in 1944.

Not everyone would be able to cram into secluded Hollywood Bowl to personally see the President, so a parade route was established en route from the airport to the hotel. Arranging this path and then reproducing it for newspaper usage was important, and resulted in larger crowds along the way than the President saw two years previously when he was here as a campaigner.

## Maps and kits

Maps of the Bowl area, with specific reference to press seats, telephone and telegraph facilities, and parking areas, were prepared for city desks, wire services, radio-TV news editors, and all the other covering media. A complete informational packet was assembled for the press along with instruction sheets of various types.

Then there was the matter of television and radio coverage. Meetings with network personnel were necessary to clear the time, arrange for equipment at the Bowl, announce the radio and TV times in the press, obtain security clearance for working personnel, and provide stands for the video cameras.

## Traffic problems

In the midst of all these details there loomed the ominous factor of traffic, a particularly obstreperous problem in the car-saturated Los Angeles area. Careful planning by the efficient L. A. Police traffic bureau solved most of the difficulties, many of which concerned the fast and safe transportation of the President to and from his various arrival, speaking, and departure points.

To keep the press representatives assigned to the Chief Executive close at hand, a pair of buses clung to the rear of the small group of police-escorted Presidential cars and enabled reporters and photographers to be adjacent to the President wherever he went in the city. When it was all over, by some miracle, it turned out that the whole two-day hullabaloo had gone off smoothly and without incident.

## Special events planning tailor-made for VIP's

Although our normal way of life is in the field of industrial public relations work, we found that much of the experience we had obtained in planning special events was tailor-made for handling a VIP visit. This included the need for adequate advance planning time; careful and thorough organization of every last imaginable detail; close and constant supervision of all facets of the event, from beginning to end; frequent contact with city desks and other press people, both to keep them advised and to seek their advice; and a copper-lined, corrosion-proof stomach. • •

# HARVEST YEARS

## "Planning for the Years to Come"

"There are ways of meeting life's situations which lead to greater success and happiness. These are the techniques of personal mental hygiene and comprise methods of adjustment, attitudes toward life, philosophical points of view and habits of living. It is not so much what happens as how one deals with it which makes the difference. Regardless of theoretical discussion as to choice, will power and self-determinism, the fact is that people who understand and use the good methods of adjustment, exert more choice in their lives than those individuals who do not.

"Life is an adventure in development. It does not so much matter where or when a person lives as how and why. A study of case histories shows that all people have approximately the same basic experiences. Man has not fundamentally changed. But human beings now live longer and there is more reason than ever to understand and practice good adjustment. To do this one must look ahead and plan for the years to come.

"If one would understand older people, one should first forget age. Oldness is not so much passing a certain birthday as it is the rearrangement of a complicated set of physical, mental, social and economic circumstances. Older people have skill, experience and wisdom. One must not label a man who has lived a lot of years as an old person! For an individual who has early formed good habits of living, picked up the important techniques of adjustment, and acquired a good attitude or philosophy, life continues to be an ever-increasing adventure in development; development can continue at sixty, seventy and eighty as surely as it did in youth. Many people dread getting older and one reason is that they have accepted outmoded social attitudes

—relics from the days when people died young.

"The Jewish and Christian teachings are not inspiring in regard to old age. Theirs is largely a philosophy suitable for young "Do-ers." The Hebraic laws admonish one to honor the aged—treat them kindly—to bear with them, but give no positive inspiration for older people. The early Christian movement was coincident with a social revolution which deprived vested interests of financial tyranny and divided the benefits among younger people. The church pictures show Pontius Pilate as a paunchy, bald, awkward, failing old man of about forty-five. The Christian religion promises youth much—though many do not recognize its significance until they are middle aged. It is primarily in Christian countries that old age is considered a dreaded handicap; the Greeks, Hindus and Confucians gave age its due. Mohammed made age attractive and desirable. Christ and his Disciples intended Christianity to embrace people of all ages—but two thousand years ago the average life span was twenty-seven years. It is time to revalue the Christian attitude in regard to age.

"Literature reinforces the concept of youth's desirability. Shakespeare indicates that life is worth living only in the late teens and early twenties; that most people are dead by forty and senile by fifty. In modern literature about the only interesting older characters are matriarchal, tyrannical, energetic, eccentric old women.

"Civilization must amend its philosophy and people must establish adaptive techniques for the years past sixty. The importance of this is accentuated by the fact that there are over fifteen million people of this age group in the United States. Many of these are the very backbone of society."

WILLIAM B. TERHUNE, M.D.  
Medical Director of The Silver Hill Foundation  
for Treatment of the Psychoneuroses, New Canaan, Conn.;  
Associate Clinical Professor of Psychiatry, Yale School of Medicine.  
Address delivered at Fifth Avenue Presbyterian Church, New York.



# Meeting press criticism of PR practice

By Robert Nathans

President, Opinion Builders, Inc.



IN A RARE LETTER to an editor who had run a series of articles on alleged sins and virtues of the public relations and publicity practitioner, the author wrote: "When you sow the whirlwind by writing about public relations or publicity, you must expect to reap the harvest. Let me add to the chaff."

The threat rebounded when the JOURNAL asked this writer to expand on the theme and purpose of the letter: Press relations for public relations.

It certainly seems like a "coals-to-Newcastle" effort to belabor this subject for an audience of public relations people. On the other hand, there may be room for some caution to practice what we preach.

Perhaps some of us have been guilty of rising in wrath and indignation to meet critical press comment with blanket denials even when the critic has not issued a blanket indictment. We should not condone such reactions in the managements we represent but we may lose our perspective when criticism hits us where it hurts.

## Learn to expect it

First, we must learn to expect occasional press criticism. It may result from an editor's attack of indigestion, from a heavy mail containing more than the usual amount of amateurish publicity, or from an encounter with the "lunatic fringe" of publicity people. When an editor or reporter bites into a sour apple in the guise of a public relations man, he cannot be blamed for making a wry face.

If we could clean our own house overnight, as the editor of a business paper demanded in a recent issue, there might be no room for criticism. With only voluntary controls at our disposal, with persuasion and education quite properly being our only house cleaning tools, the job will take longer and may never eliminate the last flaw. Indeed, since critics condemn judgment more frequently

than ethics or integrity, we shall always live with the problems of human error and individual opinion.

But then, what profession or industry has arrived at the status of Caesar's wife? The ancient medical profession with its formal requirements, Hippocrates oath, license to practice, and national, state and county organizations with punitive powers is still subject to diatribes.

Criminal and other forms of law practice are frequently criticized. Editors berate power laundries when they lose a pair of socks or starch the wrong collar; they denounce the television repairman or the milk dealer. Let's face it! There is a crusader in every city room and who are we to escape him?

## An ounce of prevention

This is not to belittle the basic force in public relations—prevention. We must mend our ways and those of our contemporaries. We must meet criticism when it occurs with the same calm, objective approach which we counsel in our employers and clients, not rush to our typewriters in high dudgeon and religious wrath.

As a matter of fact, the public relations profession by its very nature and tenets is a prime target for caustic critics. In counseling integrity, ethics, harmonious relationships, and sound practice for others, our own operations are subject to microscopic surveillance. We must not only strive diligently to keep our house in order but we must meet criticism with the finest possible statesmanship.

## A paradox

That there should be any quarrels or misunderstandings between the public relations field and the press is paradoxical in itself. Ideally, we are partners in the dissemination of information. There is an interchange of personnel between the fields which should create ample understanding of each other's problems.

To a large degree, this has been accomplished, and harmonious and productive relationships do exist.

Much of the criticism of PR in the press is not intended to be unfriendly. Unfortunately, it often damns with faint praise by admission that there are many sound practitioners not guilty of the alleged faults. This only serves to make us all guilty in the layman's eyes until we are proven innocent.

Petty criticisms by the press are only too familiar to all of us who have partaken of chicken and peas at a luncheon meeting addressed by an editor. Poor mechanics in the preparation of publicity, bad timing in the release of news, material sent to disinterested editors and media, etc., etc.

Since there is no law of the land that prevents any Tom, Dick or Harry, be he president or shipping clerk, from preparing and releasing publicity, we shall probably continue to hear these complaints until every enterprise has a professional publicist. We can only try to hasten that day.

Nor does the public relations man have to defend himself against accusations of untruths in press material. While we may create news, we do not do it out of whole cloth. The publicist must be at least as scrupulously factual, if not more so, than any editor or reporter. He is not even allowed the luxury of literary license or the type of headline distortion that builds circulation.

## Need for understanding

There are areas, however, where criticism may be warranted and where greater understanding between press and public relations is needed sorely. The editor's job is to get the news and he resents any effort to nullify or obstruct his efforts to do so. Quite frequently, public relations people are accused of being obstructionists either by denying newsmen access to unfavorable informa-



tion or merely "protecting" executives from "intrusions" by the press.

Where this is true, it is a serious charge and merits thorough evaluation. More frequently in this enlightened era, the criticism is the result of misunderstanding, caused sometimes by the failure of the public relations representative to explain his position fully.

Here is an area where criticism should be prevented if possible or met when it arises. The method of meeting it may be a letter to the editor or a personal call and discussion. In any event, no opportunity should be missed to explain the public relations position.

#### PR man should decide

As related in the letter to an editor which brought forth this article, the press relations person is employed for the primary purpose of advising management on such matters. Top executives, for the most part, have neither the time nor the intimate knowledge to decide which interviews should be granted and which denied.

To the editor who insists that every reporter should have access to the front office, let it be pointed out that there are many legmen and correspondents with trivial questions and inadequate training who would merely waste the time of the company president they demand to see. The sound public relations man should be able to pass on the merits of the request and, if he is worthy of his job, will open any door to a qualified reporter on a worthwhile mission.

There are other occasions when the questions can be answered best by someone other than the man the reporter asks for. Even if admitted to the president, the reporter will wind up eventually talking with the person recommended by the press representative. The public relations person knows the sources of information in his own organization and his counsel to the press is sincere and helpful. It is designed to speed the news-gathering process, not to obstruct it.

If the public relations man insists upon being the only spokesman for his company and creates the ivory tower concept of executive exclusion, then he is doing everyone concerned, including himself and the public relations profession, a real disservice. This applies whether or not the public relations man is himself an officer of the company in the top echelon of management.

#### Need for control

Editors should understand that some control of the dissemination of information is necessary in any well organized enterprise. If every employee from the switchboard operator to the vice president in charge of clock-watching is permitted to sound off to the press without approval or supervision, editors will be the first to complain about the misinformation obtained.

By the same token, some authorized person should always be readily available to the press. News can't wait for the absentee to return, or for intricate channels of command to act on a simple request.

Public relations people themselves

may differ on the approaches to these problems and press relations policies. Techniques are relatively unimportant if they serve to create good press relations and if the intentions and objectives of the administration are "sold" to the press.

While it will probably be necessary to continue to meet press criticism of public relations, there will be need for fewer letters to editors on this subject as the adoption of sound, intelligent press relations practices is extended throughout all forms of enterprise. But in another truism of public relations, it is not enough to operate in the public interest, the public must be sold. So must the press. • •

### Automation—Key to the Future

There are many reasons why automation is important to American industry. Of these, I have selected three which I believe are the most outstanding:

First, It is a logical step forward in the improvement of the production process

Second, It is an economic necessity, and,

Third, It has important social value.

It should be clear that this new technique is a necessary and logical step in the advancement of our highly complex production system. Without it, we might have reached the point where our increase in productivity would begin to level off—perhaps even start on the decline.

Labor productivity has been increasing steadily during the last fifty years through the use of modern machines and equipment. If this increase is to be continued, it will be necessary for machines to produce faster and more efficiently. If we are to increase our standard of living to higher and higher levels, we must find a means by which we can magnify our ability to produce goods and services.

Automation is a vital stepping stone to the expansion of our economy. It has the ability to tie produc-

tion processes together and to enable labor to gain the most from machines. Extensive use of automation would act as a prod to our entire economy in three ways: first, by expanding the capital goods industry—(building the automation devices); second, by enabling labor to increase its earning power—(higher skills and greater productivity); and third, by reducing over-all costs of production.

Many have said that automation would displace labor and cause widespread unemployment. Certainly, the same things must have been said about mass production, the invention of the sewing machine, the invention of the steam engine, even the old lamplighter, if you will—in fact, about all of the other significant advances in manufacturing during the last fifty years.

In my opinion, automation will do just the opposite. It will create more jobs, create more products at less cost and increase the ability of people to consume. It is the key to less human effort in the future and an increase in our standard of living of tomorrow.

Automation, then, will enable us to meet the needs of our expanding population—will increase our standard of living and will provide us with more and better goods and services.

D. S. HARDER  
Vice President—Manufacturing  
Ford Motor Company  
before Quad-City Conference on Automation



## PR showboat builds good community relations

*Floating display aids Company in ticklish zoning problem*

By Allen Rose

Smith, Rose & Company  
New York

**F**OR A LITTLE MORE than four months last summer, a modern version of an oldtime river showboat has visited towns along the Hudson River, been moored at the Battery in downtown Manhattan and toured various spots around Long Island Sound carrying a public relations message for New York Trap Rock Corporation, one of the country's largest producers of crushed stone for highway, street and other construction use. Its reception has matched the company's expectations and the floating exhibit, called Riverama, has turned in a productive public relations job.

Trap Rock has three operating quarries along the Hudson River . . . at Haverstraw, Tomkins Cove and Clinton Point. The floating display, which was boarded by approximately 100,000 visitors since its opening last spring, devel-

oped out of a community relations problem the company encountered at its Haverstraw plant.

### The problem

New York Trap Rock has been quarrying at Haverstraw since 1927. Production at Haverstraw is now at a rate of 1,000,000 tons of stone products a year. It lies directly behind the Hudson River Highlands, which are one of the scenic beauties of the lower Hudson Valley. The company has pursued a voluntary course that has left the river face un-

marred. In 1939 the local authorities of one township zoned part of the company's land, which it had owned for twelve years, against industrial use. This action threatened the loss of a large quantity

of stone in addition to hampering the use of other adjoining land.

The zoning was the culmination of friction between the company and a few townspeople. Some of the town's residents had felt that the company's operations were undesirable. They claimed the blasting damaged homes in the neighborhood; the noise kept residents awake at night; the operations created an unsightly scar on the landscape. It was against this background that the zoning was pushed through fifteen years ago (1939).

### The company's side

On the company's side was the fact that it was engaged in an essential, important business which had existed at this location for many years. It had conducted itself well in its relationships with neighbors. It was a progressive, up-to-date company. It was an important contributor to the communities in which it operated in terms of wages and taxes. The complaints were unsupportable.

The company's legal position was clear, and in the company's opinion, unassailable. Suit was brought against the township to have the zoning regulations removed.

However, Trap Rock did not actively press the suit for a number of years. They hoped for an amicable settlement of the problem. When it was apparent that would not occur, the suit was pressed on for trial last year.

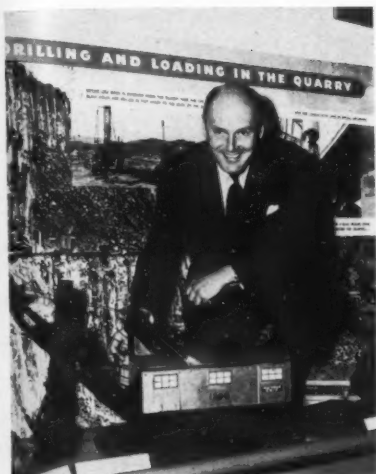
### Decision to launch community program

The company was reasonably sure of the outcome of the case but also felt that by winning, it might find itself in a worse position vis-a-vis its neighbors than before the suit was brought. The company decided to launch a community and press relations program to inform the community, tell the company story on a broad base and give its neighbors some idea of what the company was doing and how it planned to develop in the future.

A press information program was drawn up and personal calls made upon each of the editors of newspapers that reached Trap Rock's neighbors and audience.

### The presentation

The presentation for the company took the form of showing the company's operations in detail, illustrated the stone products in use and their importance, de-



W. P. Foss, III, president, New York Trap Rock, with model in operations display.

tailed the company's contribution to the communities in which it operates in terms of wages, taxes, long range growth and the company's record as a progressive employer and operator.

The vehicle for telling this story was Trap Rock's \$1,000,000 expansion and construction program at Haverstraw and a \$1,500,000 barge building program. Without exception, the story was well received and news about the program regularly and prominently used.

#### Permanent display

The company, however, felt the need for a more or less permanent display which would point up the need for adequate streets, roads and highways, into which 90 per cent of the company's stone products find their way. The focus of the display was to be on the value of good highways and Trap Rock's important role in helping provide them in the metropolitan and surrounding areas.

The display had to be one that could be moved from one community to another, since the company had a multi-plant operation and its influence was wide. The barge idea occurred as a relatively simple way to reach the River communities which were Trap Rock's area of interest. Reconstruction of one of the company's 1,000-ton barges was begun to house the exhibits and plans drawn up for just what would be said and how.

The details of putting the exhibits together didn't vary much from the problems met in building any kind of industrial display. However, there were a few problems peculiar to the nature of the exhibit area. Some motion in the

barge could be expected now and then, and railings were installed. A skid proof floor was laid down for the same reason. The barge had to be heavily ballasted and power equipment installed. Design, construction and installation of maps, equipment, model machinery and a large diorama of a model community, among other things, took roughly six months.

The Riverama was opened at the time Trap Rock's new Haverstraw plant was dedicated. Invited to the ceremonies were the company's suppliers, customers, local officials and prominent citizens. Bertram D. Tallamy, chairman, New York State Thruway Authority, dedicated the plant and cut the tape at the Riverama.

An all-night rain and threatening weather forced cancellation of the outdoor part of the ceremonies but 750 guests crowded into the auditorium of the local high school which was offered for use and made ready in a matter of a few hours.

#### Large attendance

To date the Riverama has visited river towns all the way from Albany south. It was moored at the Battery in lower Manhattan and drew an attendance of 2,000 a day during a week-long stay, without promotion or advertising. In the smaller communities, attendance has averaged 1,000 a day with the help of pre-showing publicity and small advertisements. The display was also exhibited at points on Long Island.

The effect of an industrial display of this kind is often hard to measure. And it is particularly true where the message is deliberately rather general and where the visitor is asked to do nothing other than carry away the story of the need for roads, how and why they are built

and some idea of the operations of one of the major suppliers in the field.

However, in the case of the Riverama, there is one method used to determine whether the displays are getting the message across. Postcards are offered all visitors and the company mails them free of charge. Comments about the Riverama are carefully noted and the general trend of the remarks was one of interest as well as understanding of the company's story.

The life of the displays is planned to be three years. The company feels that, for at least that period, a new audience can be developed each summer when the barge can be moved to various river communities. The eventual disposition of the Riverama has not yet been decided.

#### Beneficial effect

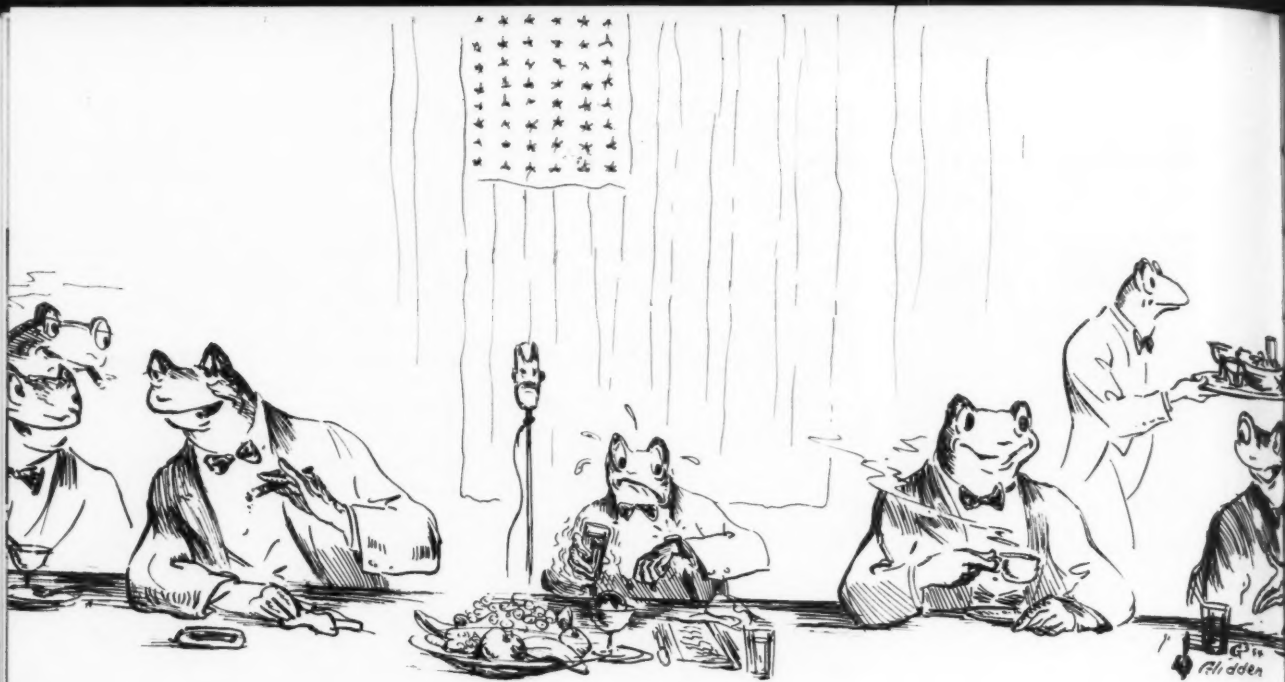
The zoning case was recently decided in the New York Supreme Court in favor of New York Trap Rock. The public relations program and the Riverama had nothing to do, of course, with that decision. However, the reception of that decision has been marked with restraint in quarters which were once openly hostile and with an attitude elsewhere that can be said to be friendly and fair, although the township is still considering an appeal of the decision.

A side effect of the program has been the educational influence of the overall public relations program upon Trap Rock's employees. Employees now know the facts and have become better salesmen for the company. Interest in the Riverama was high among the company's employees. Their word-of-mouth promotion of the displays was important to the success of the Riverama and the overall program. • •

Artist sketches in detail on 22-foot scenic and historic map for use on New York Trap Rock's floating exhibit, "Riverama."







## Successful public occasions are always the easiest

By Mackarness H. Goode

Public Relations Manager  
Irving Trust Company

ONE OF THE IRONIES of good public relations work is that the better it is, the less likely it is to be noticed. When all goes well, the problems have been so completely solved that there is no evidence that they were there to begin with.

Yet behind almost every occasion there are a host of questions to be handled—some of them of the most unexpected sort.

An experience that Ed Drew tells about is unique and yet one that anyone in Public Relations can visualize as happening to himself. He felt that he was close to the end of his campaign to introduce Lever House when he received the plaque for the opening day ceremonies.

Even though the formal opening was forty-eight hours away, he had the plaque opened to see its message shine forth in stainless steel. What did he see? He saw two words misspelled. In stainless steel.

Somehow he got the changes made. And the occasion went off very smoothly.

That's not always the case, of course. Honored guests have been turned away at the street door, irate musicians have suddenly threatened to pull out of ceremonies of national importance, and soundly promoted meetings have overflowed back into the corridors, choked with their own success.

Most PR people know by experience that the best public functions are the ones that go off most easily. As in golf, the well-played holes are astonishingly little trouble. It's when you're short and in the rough that you have to make heroic efforts to break even.

In handling public functions there is always the chance of the unforeseen accident. But generally speaking, it is possible to chart certain danger points for special attention.

The easy occasions usually begin as a waste of time on somebody's scratch

"Speakers who have not yet spoken are inclined to regard themselves as the loneliest of men."

pad. At the start it hardly matters whether you can get Vice President Nixon to give the chief address or whether you seriously believe you can recruit 10,000 massed marimba players to fight that empty look in Soldiers Field. Jot it down. You've got to start somewhere. The important thing is to make the occasion, however remote and theoretical, as concrete as you can as early as you can. One idea leads to another, and the loyal opposition in your staff and in your own conscience will trim off the impracticable fringes. As plans are strengthened and hardened it gets more and more important to hang onto that scratch pad. For the closeness with which your affair is planned on paper is going to determine the precision with which it works in practice.

Finally the plans are settled, and the occasion looms ahead. That is the time to go over the ground. Dramatize to yourself each action that the group will

Mr. Goode's experience in handling groups began in 1936, when he was a teacher and coach at Culver Military Academy. Armed services meetings, free-lance PR counseling, four years as a senior staff member of the American Association of Advertising Agencies, and present work as PR manager for the Irving Trust Company furnish background for this article. The illustrations were contributed by Germaine Cadden, an artist with a natural bent toward warmhearted caricature.



take. Notice the uncharted potted palms between speakers and audience. Foresee that the workmen lugging in the commemorative ivy will have to come down the main aisle because the bleachers seal off the other entrances. Observe that the soprano seated where the eaves are lowest will inevitably be bent double when she rises to sing the "Star Spangled Banner."

The local professional staff can be good and blue prints of the facilities are a help. But as Michael MacDougall once pointed out in his fascinating book, "gamblers don't gamble." With your responsibilities, you can't either.

Your props and materials, like Ed Drew's stainless steel plaque, will need checking, too. Dead microphones, broken slides, misspelled name cards have all happened before and will certainly happen again.

Printed material will sometimes be short in quantity, smudgily printed or bruised with typographical errors. Have everything proof read by at least two people and warn everyone to watch especially the deceptively simple words. Dr. Tyzladzkas' name, an obvious invitation, to error, will come safely through a hundred printings. But Mr. Janes can be twisted into the more familiar Mr. Jones in a trice and never be detected by anyone—except Mr. Janes. The thought that this business of making words look more familiar goes back to the early Egyptians may not compensate for finding it going on in your own mid-20th Century manuscript.

If you have speakers, your problems immediately take on a new richness and depth. Even if you have only one man on the program an attempt should be made to see that his speech is tailored to your audience. And held firmly to a pre-planned reasonable length.

With more than one speaker, the kind of combination that the men make together should be considered. Perhaps a panel of speakers in one spot will be a welcome relief from too many individual performers. Certainly, rigid time limits will be needed to keep your meeting clicking. Thirty minutes is enough for most talks. Forty minutes is a rude plenty.

Unless they have had a great deal of experience, speakers who have not yet spoken are inclined to regard themselves as the saddest and loneliest of men. I once knew an extremely successful

speaker who had already given an urbane and statesmanlike talk to thunderous applause on both coasts. In Chicago I made a mistake. "Nervous?" I asked him shortly before he went on. One word—but it was the wrong one! He could scarcely croak his way through what had been a magic speech. So go out of your way to help and encourage the men who have yet to appear before your audience. They'll appreciate it.

As a corollary, see that the speakers are taken care of when they have com-

"SPEAK TO ME!"



"Dead microphones have happened before."

pleted their contribution to your program. Thousands of words have been written on how public relations people should work with the working press. Much more needs to be said about the treatment of men who have put aside their normal ways of life and made an exhibition of themselves before an audience of strangers. Psychologically they need to be walked and cooled, like race horses. Even the old pros would like some attention, perhaps even entertainment after the meeting is over.

When meals are part of the function, you are pretty safe in relying on hotel people or professional caterers. Dried-out food is the most frequently encountered problem. This sometimes results from bad logistics: too long a line to the kitchen. But, more often, from the meeting's running over schedule. If speakers are to follow the meal, some understanding should be reached as to when the waiters will stop moving around the room.

Cocktail parties are a greater problem. Leathery, cold hors d'oeuvres can be depressing, but the liquor is the basic ingredient and the basic consideration. How exciting can you afford to have the party? Some cautious hosts dealing with potentially touchy occasions like to see their cocktails evenly distributed and issue tickets, perhaps two to each guest. This arouses the trading instinct in some people. Under this system, you may find a black market in cocktail tickets building up. However, the tickets are for one evening only, not a whole war, and they will do about the job they are called on to do.

A simple way to accomplish the same thing without putting people on rations is to limit the length of the festivities. A one-hour party is fairly fool-proof. An hour-and-a-half limit is, for most practical purposes, no lid at all.

If the party is going to be of substantial size, representatives of the large liquor companies can provide useful advice. For instance, a shrinkage often amounting to many entire bottles can occur when liquor is delivered by the case. The companies have answers for questions like these. (For shrinkage, keep every bottle up in sight.)



"You may find a black market in cocktail tickets building up."

Similarly for every sort of occasion, there should be plenty of able help near at hand. Once the constructive plan has been worked out, the PR man has only one remaining responsibility. It is rather like the lawyer's creative function. It is to anticipate trouble and to prevent it. Sound planning in advance and an eye for the unexpected will make these functions go. And easily, too! • •

# How to streamline a meeting

*Tips on successful Conferences from Ohio's unique Campaign College*

By Robert Olds

Public Relations Counsel  
Ohio Education Association

**P**EER THROUGH THE DOOR of a modern elementary classroom if you're hunting techniques for successful conferences or sales meetings.

The same magic which today's first grade teacher uses to capture interest and exercise little brains can be used also for adults.

The typical conference format has become as ineffective and obsolete as the old-fashioned school marm's lecture type of presentation. She dished out the information she thought her pupils should have, take it or leave it.

Today's teacher, equipped with a wealth of psychological training, puts the focus of attention upon her pupils instead of herself. She strives to make each youngster an active participant. Modern movable desks make it possible for the teacher to break the class up into small groups, "committees" assigned to specific projects.

Cold formality has been eliminated in favor of warm informality, coupled with far greater responsibility being placed upon the individual pupils. The teacher has moved from the front of the class to the middle of the group.

Our staff each year gets involved, directly or indirectly, in scores of meetings varying in size from 50 to 5,000 and involving the full gamut of professions and occupations.

Although we are increasingly impressed with the importance of the face-to-face contact afforded by meetings as one of the key tools for better public and professional relations, we wince sometimes at the tremendous waste of time, money and talent involved in typical meetings.

More seriously, sloppily-planned, tradition-bound conference patterns jeopardize the future acceptance of this method for exchange of information.

If an invitation to a conference produces the mental image of hard seats, dull speakers and a bored audience, it's extremely convenient to dream up a "too busy" excuse.

The conferences which we help plan have gone through an extensive transformation during the past few years.

Most of the changes and improvements fall in line with the classroom techniques of the first grade teacher.

## Campaign college

Our "Campaign College" conference is typical. We started this annual one-day affair in 1947 in cooperation with Ohio State University, as a service for the educators, school board members and citizen leaders engaged in planning and promoting the several hundred local school bond and levy campaigns held in the state each year.

The first few Campaign Colleges followed the same pattern. A top speaker was followed by presentations of four or five successful campaigns plus, perhaps, the showing of a filmstrip or motion picture developed for a campaign. About 200 persons attended.

## Discussion groups

Two years ago we switched the program format. The National School Public Relations Association had picked up from a direct mail association (we don't know where they got it) an idea for breaking a large audience into small

special interest discussion groups. It worked well.

We adapted the idea for Campaign College. Participants were invited to sign up for three rounds of one-hour "Jiffy Courses" in advance of the 1953 Campaign College. Each "course" was a discussion group devoted to a specific phase of school campaigning.

Each participant indicated the four courses which he would most like to take in. He was scheduled for three.

## Group consultants

We wrote to superintendents, asking them to nominate local educators and lay citizens who were particularly qualified to serve as group consultants for the "Jiffy Courses." We also reviewed local campaigns for the previous year to get more potential leaders and consultants for the groups. Members of the Public Relations Society of Columbus and representatives of printing firms, the press and radio-TV afforded us additional qualified consultants.

Each group was staffed with a chairman and at least one consultant. Contracting and signing up of these leaders was a major assignment. Although quite a number were asked to take leadership assignments for more than one round of courses, the leadership group still numbered more than 150 persons.

We added to this group a "host" for the first round of courses to be responsible for seeing that his group got introduced to each other and that coffee and doughnuts were served at his table.

The "Coffee Hour" during the 30-minute period prior to the first round of courses, we have found, is extremely important. It is an excellent ice-breaker. In addition, virtually all participants have arrived by the time the program actually gets under way. Registration details can be better handled.

Although the securing of a large number of leaders requires extensive advance planning, it is essential. The invitation to take a leadership assignment and help make the conference a success produces a response from many top caliber persons who might otherwise pass up the meeting. The leadership group also affords a nucleus upon which to build conference interest and attendance.

## Short periods

Discussion group sessions are limited to 50 minutes or an hour. When there are more than one round of such sessions, the period could be reduced to 45 minutes.

A brief keynote address (20 to 30 minutes) helps to get Campaign College off to a flying start. Introductory remarks are pared to the bone. Some time is allowed for a short briefing of the conference schedule.

Every effort is made to limit the size of discussion groups to 15 or fewer.

Campaign College is held at the Ohio State University Student Union. We utilize two adjoining ballrooms. This is necessary to accommodate the 500 participants and to scatter the 36 group tables over a large enough area to keep the conversation noise level from interfering.

One large room is convenient but not essential for this type of meeting. Recently we held a conference on school-press relations on the Kent State University Campus. We used a cafeteria for registration and coffee hour, auditorium for the general sessions, and classrooms in several buildings for the discussion groups. We have even used open air areas for discussion groups at our annual training session for local leaders which is conducted at a summer camp.

#### Building registration

Several methods are employed to build conference registration in addition to creating the large pool of discussion group leaders.

Whenever possible we get the sponsorship of allied groups. Campaign College is sponsored jointly with four regional associations of school boards. Conference promotion material is sent to their members via their association offices and their publications.

In 1954 we inaugurated a "bring-a-group" plan which offered a slightly reduced registration fee for a group of six persons. The group was assured of blanket registration so that some member of the group would attend a "Jiffy Course" on each subject offered.

Some superintendents brought their entire school boards with them. Others made up parties which included PTA leaders and school citizen committee representatives.

The "bring-a-group" idea, we think, was partly responsible for a 35 percent increase in Campaign College enrollment over the previous year.

For another conference, devoted to techniques for improving school instruction, we have found that the restrictive approach to attendance builds registration. Superintendents and local association leaders are asked to send in names of a specified number of nom-

inees from their community to whom invitations should be sent.

We think that there still are further improvements to be made with this type of conference, although we are thoroughly sold on the fundamentals.

#### Fundamental points

Generally, we'll adhere closely to the learning fundamentals modern teachers have discovered in working with little people and apply them to big people:

- 1. Plan every detail well in advance. Expect to invest twice as much staff effort in planning.

- 2. Tailor the program for or-

ganized informality, giving every participant the chance to take an active part in a discussion which interests him.

- 3. Offer participants a variety of specific topics and areas for discussion which deal directly with the general subject of the conference.

- 4. Lead off with a crack keynoter. Keep a tight schedule and short sessions.

- 5. Promote intensively. More than one mailing probably will be necessary. We make a final mailing just in advance of the registration deadline to catch that sizeable group which makes up its mind at the last minute. • •

Techniques used by the modern elementary teacher to make learning interesting for youngsters can be adapted for planning more effective adult conferences, sales and training sessions. Note small groups in classroom at work on specific projects and how this idea was applied to "Campaign College." Attendance at the one-day PR session on school bond and levy campaigning for educators and lay citizens more than doubled after the new conference technique was adopted.







## Public relations in public office

By Thomas J. Tierney

Assistant Chief Deputy Sheriff  
Cook County, Illinois

IN ANY COMMUNITY, regardless of size, citizens come into daily contact with politics. Regardless of whether the contact is personal or through reading newspapers and watching television sets, they are made acutely aware of the local political drama. As a result, every public office holder from the President to the local Alderman is becoming more fully aware of the people's scrutiny.

This article shows in actuality, rather than in theory, just how public relations can and is being used in a particular public office. Cook County is the largest county in population in the United States. Within its boundaries lies

Chicago, the supposed crime center of the world.

The Sheriff, in theory, is the chief law enforcement officer in Cook County. In reality the Sheriff has a staff of 127 policemen for the entire county, while Chicago employs over 5,000 policemen for its own protection.

You can understand why the Sheriff has complete control in theory only, since, should the Chicago police force with their 5,000 men fail to uphold law and order within the community, the Sheriff with his handful of policemen could not do the job that the city failed to do.

Among the Sheriff's more pleasant duties is the frequent job of escorting government representatives and public officials to various functions in Chicago. He is pictured here with Vice President and Mrs. Nixon. Note characteristic white trench coat, symbol of the Sheriff of Cook County.

Within the county there are 102 separate and distinct police forces operated by its cities, villages, and towns. Often due to local political pressures these police forces are striving to obtain opposite ends. It is up to the Sheriff's office—and more precisely up to its Public Relations Department—to create and maintain good-will with and between these police agencies.

The entire future of a public official can, and usually does, lie in the hands of his public relations counselor. It is up to this man to know what the public opinion is, or where the public sympathy lies. It is up to him to correct any errors that have been made and to establish policies that will not only look good to but also be good for the citizens within his community.

### Overcoming misconceptions

Upon entering the Sheriff's office, I found that people thought of the Sheriff as an out-moded law officer who was left over from the days of Wild Bill Hickok. They were convinced that it was a useless office set up by some politician to create a job for his lazy brother-in-law.

To overcome this general misconception, a series of "mats" were made. These mats were entitled "Your Sheriff, a man of Many Jobs," and showed in detail the duties performed by the Sheriff under the classifications of Executive, Policeman, Jailer, Bailiff, Process Server, Custodian, and Executioner.

The mats were distributed to every county newspaper and magazine. After they were run in the local media, a series of feature stories were written covering each of the aforementioned duties.

This served the purpose of enlightening some of the citizens as to the duties a Sheriff must perform. Once the population was aware of the duties of a Sheriff we started to work out improvements. (Now that the citizens understood what the Sheriff must do, we had to show them how efficiently their present Sheriff was operating.) This was accomplished by modernizing the Sheriff's police methods with eye-catching and worth-while devices.



#### Trademarking the sheriff

To start with, the Sheriff of Cook County is John E. Babb.\* He has an excellent war record, having been chief of the Frogmen in the Southeastern Asiatic command during World War II. With his height of six feet two inches and build, he always stands out in a photograph, but to further enable the public to recognize him easily, we needed something special. Just as General Patton's trademark was his pearl-handled revolvers, and General Eisenhower's his combat jacket, we needed some sign for Sheriff Babb. We decided on a light trenchcoat, and a very light hat.

In addition to this, the Sheriff had always been accustomed to wearing a crew haircut and a bow tie, which served our purpose nicely.

The Sheriff has a naturally deep bass voice and is a fine speaker. With these things in his favor, we then took advantage of every public appearance possible, including charity "telethons," news shows, panel shows, and any other radio or television appearances that could be arranged.

During heavy traffic holidays, the Sheriff's voice was recorded and played over local radio stations, warning motorists to be extremely careful. This was followed by broadcasts of road conditions in the county, with alternate routes suggested for those motorists on congested roads.

#### The sheriff's air force

One device was the forming of the Sheriff's Air Force, by asking civic-minded citizens, who are pilots, to volunteer their services gratis to the Sheriff's office. One of these citizens donated the use of one of his aircraft to this Air Force.

Arrangements then were made to land the helicopter on the roof of the Merchandise Mart in downtown Chicago, just four minutes from the Sheriff's desk. With the helicopter, the Sheriff can be picked up from the roof of the Merchandise Mart and be delivered to the scene of a crime anywhere in the county in seven minutes.

Another device was the development of the Sheriff's White Squadrols. These Squadrols are quarter-ton Ford trucks, painted white, with public address systems mounted on top. With these public address systems it is possible to broadcast to moving cars, warning them that they are committing minor violations,

without stopping them on the road and creating another hazard.

The trucks are equipped with first aid material, and are able to handle up to three stretcher cases at one time. The effect of painting these trucks white has been more than satisfactory. Many of the citizens of Cook County now think of the Sheriff's office every time they see a white truck.

Many other special devices were used, including blood hounds, the Sheriff's Navy on Lake Michigan, and others.

Along with these special features, all activities of the Sheriff's police were publicized to their utmost. Events such as the riot in the Cook County Jail, the Wheeling bank robbery and gambling raids, often obtained headline features for us.

#### Educational films

After we educated the public to the best of our ability, we started over, but in an entirely different manner. We began work on a 16mm color-sound movie entitled "Dial Sheriff." The purpose of this film was to visually educate the public as to the duties that the Sheriff must perform, and the improvements that he has made.

One of our greatest difficulties encountered was in trying to have the film accepted as factual, rather than fiction. This was overcome by breaking a cardinal rule of film production.

Since the local and network television

stations had actual black and white newsreels of the Sheriff in action at the County Jail riot, the Wheeling bank robbery, and some serious accidents, handled by our police, we decided to insert parts of these black and white prints into the color film, with one of the lead titles stating "portions of the following film are actual newsreels of events as they happened."

We were advised against doing this by several movie producers who helped in assembling the film. However, I firmly believed that since the public accepted newsreels as factual, it would accept our film in the same manner.

This film shows the Sheriff's office in action, and covers all phases of his work from an electrocution to juvenile delinquency. The film has been so well received that we now have four prints of it being shown in different parts of the county nightly. We originally showed this film to any civic, social or church group that requested it, but it has come into such demand that we now have to have a guarantee of an audience of 50 persons or more before we will release it.

These are some of the methods that one public office has used to inform the public of its service to the community. Perhaps we have been successful in fulfilling our obligations to the public. Only time will tell. But time will continue to prove that public relations is absolutely necessary in public office. • •

Sheriff Babb ready to climb into helicopter, atop Merchandise Mart in downtown Chicago, to investigate a disturbance in outer Cook County.



\*Sheriff Babb did not run for re-election but new sheriff who takes office this month will continue PR campaign.

## NEWS IN VIEW . . .



**25TH ANNIVERSARY**—Assistant PR Directors Don Campbell, John Canning, and Jim Patterson of the Standard Oil Company (Indiana) presented PR Director Conger Reynolds (second from right) with an electric grindstone for his farm in token of the 25 years he has kept his nose to the grindstone—the coarse stone for the first 15 years, the fine stone for the next 10. Mr. Reynolds also received two Standard Oil service pins mounted as gold cuff links and was given a surprise luncheon attended by local officers and directors of

PRSA and a number of his old friends in the public relations field. Chicago Chapter President Scott Jones read congratulatory letters and wires from his many friends throughout the country. From the time Mr. Reynolds began his career with an office force of just one secretary to today's staff of 34 in the general office and 35 full and part-time field specialists in 15 mid-west states, Mr. Reynolds has worked unceasingly to serve others and to establish high ethical standards for the public relations profession.



**MISS ADELAIDE H. VAN LOON**, Public Relations Officer, American Business Men's Club, Amsterdam, The Netherlands, greets Robert L. Bliss, PRSA's Executive Vice President, as she discusses her plans for visiting American business organizations on a U. S. tour. The Dutch foundation is a

membership body of American and Dutch business men having mutual industrial or governmental liaison interests. Dutch members, to qualify, must have ties with U. S. business, and all trade activity except tourism is included in the cooperative program.



**T. FIFE CLARK, C. B. E.**, who is well known to American correspondents in London, and for some years has been associated with a number of prominent American public relations officers in promoting international public relations, has been appointed Director General of the Central Office of Information by Prime Minister Sir Winston Churchill.

This is a government agency which succeeded the war-time Ministry of Information and is responsible for producing publicity material and organizing publicity campaigns on behalf of all government departments. It also has the task of projecting abroad the British viewpoint and the British way of life, by providing a service of background information, official comment, reference material and photographs, for use by overseas information services of the British government, including British Information Service in America.

The announcement from No. 10 Downing Street said that Mr. Fife Clark would also continue to act as adviser on government public relations, a post he has held for the past three years.



**EDWIN H. SMITH** (left), controller for Chas. Pfizer & Co., Inc., world's largest producer of antibiotics, accepts the "gold oscar of the drug industry" for the pharmaceutical firm's annual report to stockholders from Weston Smith, executive vice president, Financial World, sponsor of the annual event.



## PROFESSIONAL STANDARDS FOR The Practice of Public Relations

As members of the *Public Relations Society of America*, we share a responsibility for the good character and reputation of the public relations profession. Therefore we pledge ourselves to make a sincere effort to adhere to the following principles and standards of practice:

I

We will keep our objectives in full accord with the public welfare as well as the interests of our clients or employers.

2

We will be guided in all our activities by the standards of accuracy, truth, and good taste.

3

We will safeguard the confidence of both present and former clients or employers.

4

We will not engage in any activity in

which we are directly or indirectly in competition with a present client or employer without the full knowledge and consent of all concerned.

5

We will cooperate with fellow practitioners in curbing malpractice.

6

We will support efforts designed to further the technical proficiency of the profession and encourage the establishment of adequate training and education for the practice of public relations.

To the extent that we live up to these principles and standards of practice, we will be meeting our responsibilities for making the profession in which we are engaged worthy of continued public confidence.

*(The Professional Standards for The Practice of Public Relations were revised by the Board of Directors of the Public Relations Society of America, at the St. Louis Board Meeting, October 15-16, 1954. Editor.)*



# THE ROSE BOWL



# WOULDN'T HOLD ALL THE COMPANY DIRECTORS WHO READ NEWSWEEK!

Rose Bowl seats . . . . . 100,188  
Company board-of-directors members  
who read Newsweek . . . . . 161,370  
. . . another segment of America's Most Significant Million

OF ALL MAGAZINES, only Newsweek has ever achieved a circulation of one million with such high average income (\$11,896) and such a concentration (95.5%) in the influence and decision areas of the nation's business, industry, professions and government.

The full meaning of this is accented by the fact that Newsweek's 30% total circulation gain during the past five years has been exceeded *almost 2 to 1* by its rise in *executive* circulation.

#### A natural affinity

Thinking Americans know that news reporting alone cannot tell all they need to know about an event . . . that today's world requires analysis of its happenings, integration with all their allied areas—and by this, authoritative estimate of the likely outcome.

This—the news *significance*—is what Newsweek does provide. Its attraction for America's most significant million attests the value of the service it supplies.

**NEWSWEEK...  
SERVING  
AMERICA'S  
MOST  
SIGNIFICANT  
MILLION**





## Field News



**DIXIE PUBLIC RELATIONS CONFERENCE**  
—Left to right: Speakers Walter G. Barlow, vice president, Opinion Research Corp., Princeton; C. A. Mathisson, C. A. Mathisson & Associates, Milwaukee; George M. Crowson, assistant to the president, Illinois Central Railroad, Chicago; Harold M.

Gartley, Gartley & Associates, New York; John Canada, public relations manager, Lockheed Aircraft Corp., Burbank; and Atlanta Chapter President Julian N. Trivers, vice president, Davison-Paxon Company, Atlanta.

### ATLANTA CHAPTER

The Second Annual Dixie Public Relations Conference, held at Emory University, Atlanta, Georgia, on October 20, drew an audience of approximately 225 business, association, PR, advertising, sales and welfare executives, and students in the University's School of Business Administration.

Conference participants were welcomed by Chapter President Julian N. Trivers, who is vice president of the Davison-Paxon Company. The morning session was in charge of Lee Rogers, public information manager of Lockheed Aircraft Corporation and vice president of the Atlanta Chapter. The chairman of the afternoon session was Felton H. Gordon, PR counselor and secretary-treasurer of the Chapter.

Walter G. Barlow, vice president of the Opinion Research Corporation, Princeton, New Jersey, speaking on "Research As A Tool of Public Relations," said that studies have shown that the reaction of people, especially a company's own employees, to words is "surprising." He pointed out that positive, sincere and factual words in a company's public relations message to workers make a difference of success or failure in the program. All material must be validated by facts, he said, and these must come from top management so that people may know they represent the true and sincere opinion of the company.

John Canada, PR manager, Lockheed Aircraft Corporation, Burbank, California, spoke on "Contribution Policies." He detailed the basis of corporate gifts to charitable and community organizations and estimated that American corporations gave

in 1953 a total of \$500 million for educational, civic and welfare purposes. Criteria that can be used in determining how much a corporation should give for community purposes, he said, include:

- (1) Profit position of the company—the size of gifts varies with earnings, dividends, cash and capital position of the corporation.
- (2) Assessed valuation of the company in relation to assessed valuation of all property in the community in which the corporation operates.
- (3) The number of people employed by the company.
- (4) The sales volume in the area in which the gift is contemplated.
- (5) The amount of contributions being made by competitive companies.

He pointed out that the "legal, moral and business reasons" for corporate support of philanthropic endeavors are now well established.

In discussing "A Practical Approach to Community Relations," Mott B. Heath, manager, community relations, Ford Motor Company, Dearborn, Michigan, reported on community activities resulting from his company's committees organized to maintain contacts with community leaders in all Ford plant areas. He said the practice of the headquarters office is to serve as a clearing house for all types of community activities.

C. A. Mathisson of Mathisson & Associates, Milwaukee, who considered the topic "Plant Tours and Open Houses," outlined the policies and procedures for these activities at the Miller Brewing Company, for which he serves as counsel.

George M. Crowson, assistant to the

president of the Illinois Central Railroad and vice president of PRSA, in speaking on "Top Management and Public Relations," described how basic policies and sound practices have served his railroad. He likened public relations to a symphony where all the elements are in harmony.

"Shareholder Relations" was discussed by Harold M. Gartley of Gartley & Associates, New York. Mr. Gartley said that those who buy shares in American corporations today are demanding facts and the truth about the companies in which they invest. More than 5,300,000 families in the nation, he declared, are investing in American corporations and good public relations between the shareholders and corporation are vital. Investors in shares are asking that firms be "more competitive in research, selling and products." He emphasized further that investors are looking for stocks in corporations which have a steady increase in book value, and said that corporations today are paying more attention to shareholders through more frequent meetings, letters and more attractive annual reports.

### CHICAGO CHAPTER

At its October meeting the Chicago Chapter put on a program designed to acquaint Chapter members with the work that colleges and universities are doing in teaching public relations.

Allen H. Center, head of public relations for Motorola, Inc., presided. Mr. Center, who is also chief instructor in PR courses at Northwestern University, and co-author of one of the leading text books on the subject, told how more than 60 colleges and universities are now offering courses in public relations, of which seven confer degrees in PR.

One of the high spots of the meeting was the presentation via a special tape recording, by nine members of Boston University's PR faculty, who described their various courses. Dean Melvin Brodshaug presided.

Organized on the basis of four divisions of instruction, the school operates through the areas of public relations, public opinion research, communications arts, and journalism. Communications arts includes television, motion pictures and radio. Journalism also incorporates a study of photo-journalism in the curriculum.

Speaking for the division of public relations of which he is director, Prof. Howard Stephenson of New York City and Boston, declared: "The scope of our work broadens each year. Industry has shown the way. Now governmental, educational and social organizations are calling in increasing numbers for professional public relations service."

"At Boston University," he said, "we are putting more and more emphasis on the professional basis. We start with up-

(Continued on page 26)



# Management Men Say They Like Tide Because Tide Comments Constructively

experienced the ambivalent sensation of having his stuff stolen. "Unusual coincidences" is what magazines like this generally term such things in advertising; we call them that because of our fear that we cannot legally prove the actual theft. That is the tough thing to do under our archaic copyright laws. Only the tunesmiths have found ways to protect their compositions to anything like the fool-

by our next-to-worthless copyright laws

## footnotes\*

fore crea-  
ne protec-  
st, victim  
use of its  
because it  
were strong  
Time, Inc.,  
her suits  
ational  
a good,  
the more  
illy" in-

Tide's own editorial research on how to interest management men is now being continually confirmed by Starch studies of Tide's editorial pages. Following completion of the interview with each titled executive, Starch men ask this one additional question: "What is it about Tide you like most?" Here are a few examples of typical answers.

### FROM AN ADVERTISER—PRESIDENT:

"Tide has guts—we need editorials like Clough's."

### FROM AN AGENCY PRESIDENT:

"Of all publications, Tide shows most leadership."

### FROM AN ADVERTISER—DIR. PUB. RELATIONS:

"This industry needs more editorials like Clough's."

### FROM AN AGENCY ACCOUNT EXECUTIVE:

"These editorials make you think . . . read them every issue."

### FROM AN ADVERTISER—ADV. MGR.:

"These guys aren't afraid to say what they think."

### FROM AN AGENCY PRESIDENT:

"I read the editorial. This I never miss."

and evidence of it. A bright phrase, an unusual pose, a different layout, even some out-sized type—notice it once with interest and admiration;



Tide earns the confidence—and continuing readership—of management men with meaningful editorials by publisher Reg Clough. Tide's leader-readers find in Tide's views the motivation for action that helps advertising and marketing do its job better. Such constructive comments—never coddling, sometimes bruising—have the power to generate action because . . .

## Tide Speaks the Language of Leadership

(Advertisement)

(Continued from page 24)

perclassmen, a policy which permits us to deal with students old and mature enough to begin to adopt a professional approach. We carry on extensive field and project work. We send selected graduate students into industrial public relations departments as residents for one semester of their work for a master's degree. Our graduates are holding down responsible public relations jobs in industry and other areas across the country."

### CINCINNATI CHAPTER

Featured speaker at the Chapter's November meeting, held at the Hotel Gibson, was Arthur H. (Red) Motley, president of Parade Publications, Inc. Mr. Motley spoke on the problems being faced by public relations in the economy of 1954 and told some of his experiences as a national and international traveler.

### PHILADELPHIA CHAPTER

Communications research can help the writer, but it can never be a substitute for judgment, warned Dr. Claude Robinson, president of Opinion Research Corporation, when he spoke at the October meeting of the Philadelphia Chapter.

Dr. Robinson discussed new developments in communications research, many of which can guide the writer in his efforts to get his message across. No writer, according to Dr. Robinson, can afford to forget certain basics.

"Any writing, whether it be ad, news release, employe magazine copy, must meet these basic tests. It will get readership and will have impact if it provides reader regard, tangible or intangible; deals with facts or ideas simply; proves its point rather than asserts; and repeats its message," Dr. Robinson said.

### SAN FRANCISCO CHAPTER

"In The Beginning," a 16 mm. sound-color movie representing a geographical tour of the Grand Canyon, was shown to Chapter members and guests at the October meeting by John J. Hennessy, Hollywood film counselor and executive producer, as a prologue to his talk on "What constitutes a good commercial film and how to get out of it what you pay for."

In his talk, Mr. Hennessy stressed the sales impact of a good motion picture pointing out that 85% to 90% of all learning comes through the eyes. Movies, he said, are a basic part of selling and equally a basic part of public relations.

To make a good industrial movie, Mr. Hennessy said, one should consider such things as: (1) what is the film supposed to do, (2) why is a motion picture being made, (3) what is the market for a film, (4) what will be used as the theme, or story line, of the picture, (5) what will it cost, will it be worth it, (6) should it be a black and white or color, (7) what

type of picture is wanted—theatrical, documentary, training or animation.

Once the decision to make a picture has been reached, look for the right producer and the best producer in the particular field you have in mind, said Hennessy. He concluded his talk by pointing out that the cost of a good film depends on what you want the film to do for you; what it accomplishes for you; and whether it is a compliment to you and your company.

### ST. LOUIS CHAPTER

The St. Louis Chapter held its Fourth Annual Public Relations Conference on October 14 at the Jefferson Hotel.

The morning session was in charge of Paul M. Morris, PR director, St. Louis-San Francisco Railway Company. Speakers and their topics included Preston E. Reed, executive vice president, Financial Public Relations Association, who spoke on "Dollars and People"; Robert B. Johnson, sales promotion manager, The Merchandise Mart, whose topic was "Puzzles, Profits and Headlines"; Dorothy Ducas, PR director, National Foundation for Infantile Paralysis, who discussed "Interpreting the Polio Vaccine Trials to the Public"; Frederick Bowes, Jr., PR director, Pitney-Bowes, Inc., and president of PRSA, who followed the theme "Public Relations Begins at Home"; and George M. Crowson, assistant to the president, Illinois Central Railroad, who spoke on "Keeping Our Organization Public Minded."

Douglas Williams, Chapter president and vice president of the Southwestern Bell Telephone Company, presided at the

luncheon. Featured speakers were Arthur H. (Red) Motley, president and publisher of Parade Magazine, whose subject was "Public Relations—Use It Or Lose It"; and Walter Cronkite, chief Washington correspondent, Columbia Broadcasting System, who discussed "Our Public Relations Abroad."

The afternoon session was in charge of Bernard A. Ehrenreich, vice president and PR director, General Contract Corporation and its subsidiaries. C. Woodrow Petty, general advertising manager, Southwestern Bell Telephone Company, spoke on "Telling the '2-5' Telephone Number Story." "Public Relations and Sales" was discussed by William A. Durbin, PR director, Burroughs Corp., Walter G. Barlow, vice president, Opinion Research Corp., talked on "Getting a Return from the Communications Dollar."

The conference closed with five simultaneous workshops. C. Arthur Hemminger presided at the "Financial Institutions" session, and panel members included Bernard A. Ehrenreich, Henry Whiteside, and Preston E. Reed. The session on "Internal Public Relations" was in charge of Dan Forrestal. Panel members were Robert E. Hillard, Frederick Bowes, Jr., George M. Crowson, and Robert B. Johnson. R. Fullerton Place headed the "Welfare Organizations" panel. Other members included Ralph E. Frede and Dorothy Ducas. "Consumer Research" was in charge of Lemoine Skinner, Jr., whose panel was composed of Kenneth E. Cook and Walter Barlow. Howard A. Marple presided at the "Public Relations and Sales" session. His panel consisted of William A. Durbin and C. Woodrow Petty.

Walter Cronkite, chief Washington correspondent, Columbia Broadcasting System, speaking on "Our Public Relations Abroad" at the Fourth Annual Public Relations Conference sponsored by the St. Louis Chapter. Listening intently is Arthur H. (Red) Motley, president and publisher of Parade Magazine.



YOUNG PEOPLE ARE EASIER TO SELL THAN OLDER PEOPLE



## More and more Americans are hitting the bottle...

Let the statisticians pinpoint the mounting baby population . . .  
Young Adults are too busy pinning diapers.

But not too busy to be in the market for everything from bottles to booties . . . rompers  
to roller-skates. Plus . . . food and fashions . . . drugs and toiletries . . . travel and transportation  
. . . the thousand-and-one immediate needs of these family builders.

All the more reason why Redbook — knowing that 18 to 35-ers are the  
mothers of more than 90% of our new arrivals — concentrates 100% of its  
editorial attention on the needs and desires of Young Adults.  
That's right, Redbook is their baby, also.

# Redbook

**America's ONLY Mass Magazine for Young Adults**

2,048,407 Circulation . . . Highest 1st 6 mos.\* in Redbook history  
Advertising Linage UP 10.7% for the same period





## PEOPLE • PROGRAMS • AND ACCOUNTS

ROGERS, SLADE & HILL, New York management consultants, are now offering a special service for trade associations and non-profit organizations—including survey and consulting services on every phase of organization, objectives, selection of personnel, membership relations, financing, program, and activities. The special department is in charge of Roscoe C. Edlund who for 20 years headed a national association of Procter and Gamble, Swift, Armour, and 200 others.

The American Automobile Association's national headquarters office in Washington has appointed JOHN A. STUPALSKY, JR., news editor for the AAA Contest Board.

### MOVES

WAYMAN H. THOMASSON, former assistant to the general secretary of the YMCA in Cleveland, is now public relations director for The Stouffer Corporation, whose general offices are located in Cleveland.

DAVID R. GEORGE, former assistant to the chairman of the Long Island Transit Authority, has been named assistant to the chairman of The Mexican Light and Power Company, Limited, Mexico.

ALAN L. SMITH, formerly with the New York Telephone Company, has been appointed publicity supervisor at The Brooklyn Union Gas Company.

MICHAEL W. MOYNIHAN, formerly a member of the Washington Bureau of the *New York Times*, has been appointed director of public relations of the United States Council of the International Chamber of Commerce.

EDWARD A. BRANNON, former PR director at The Greenbrier, White Sulphur Springs, has been named staff coordinator of the New York office of Allied Public Relations Associates.



EDWARD C. AMES, former public relations director of Calumet and Hecla, Inc., Chicago, has been named director of public relations for the Owens-Illinois Glass Company, Toledo.

C. ROBERT GRUVER, former assistant to the general sales manager of the Adam Scheidt Brewing Company, Norristown, Pa., has joined the public relations staff of Gray & Rogers, Philadelphia advertising and public relations agency.

The CARNEGIE CORPORATION OF NEW YORK announces that it has moved its offices to 589 Fifth Avenue, New York 17.

Douglas Durkin, Chicago public relations counsel, announces the appointment of RAMON LICORISH, former assistant director of public relations for the Tuberculosis Institute of Chicago, as account executive.

The Federal Civil Defense Administration has appointed EDWARD B. LYMAN director of public affairs to succeed John A. DeJ Chant, who is now executive director of the American Heritage Foundation. The Public Affairs Office carries on what has been termed the biggest continuous mass public education campaign ever undertaken by the Federal Government in this country in peacetime.

LAIRD DURHAM, JR., former account executive for Roy Madison Associates, has been appointed public relations manager for Trailmobile Inc., Cincinnati.

PAUL K. WALP, PR counsel, has moved from Pasadena to San Francisco. His new address is c/o The Press & Union League Club, 555 Post Street, San Francisco 2.

JOHN T. THACHER, former vice president, PR, for NAM, is now general manager of the Employers Labor Relations Information Committee, New York.

JOHN H. F. HOVING, formerly director of promotion for the *Democratic Digest*, has joined the staff of Penderay & Company, New York public relations counseling firm. Mr. Hoving will act as a counselor, writer and communications specialist for Penderay clients in the industrial, financial and association fields.

FRANK S. GOODWIN, former Director of public relations with the National Production Authority, Los Angeles District Office, has joined Wolcott & Associates of Los Angeles, national public relations counseling firm, as an account executive.

DANIEL J. HOWE, JR., former editor of *Our Navy Magazine*, has joined the public relations staff of the Electric Boat Division of General Dynamics Corporation, Groton, Conn.

FRANK A. JUDD, public information officer of the Army's Chicago Ordnance District for the last three and one-half years, has joined the public relations staff at the Illinois Institute of Technology.

EARL A. HOOSE, JR., former account executive with Hill & Knowlton and corporate PR director for Consolidated Vultee Aircraft Corporation, has joined Wolcott & Associates of Los Angeles.

C. BROOKS PETERS and OSGOOD NICHOLS, formerly of Communications Associates, Inc., have formed the public relations counselling firm of Nichols & Peters in New York. Mr. Peters was a foreign, Washington and United Nations correspondent of The New York Times and Mr. Nichols was public relations director, National War Labor Board.

SAM PETOK, of Chrysler Corporation's public relations staff, is being transferred from Detroit to New York, to head up the corporation's newly established public relations office in the Chrysler building. Mr. Petok's activities will be in addition to the services in New York of the firm of Ivy Lee and T. J. Ross, PR consultants to Chrysler.

C. FRANK KRAMER, JR., formerly national director of field relations for the American Cancer Society, has been appointed executive vice president of Reuel Estill and Company, Inc., New York public relations and fund raising counseling firm.

WILLIAM T. MANN, formerly with Batten, Barten, Durstine and Osborn, Inc., has joined Doremus & Company, New York advertising and public relations firm, as radio and TV director.



FRANK SULLIVAN, well-known California public relations executive, has been named director of public relations for the Southern California Gas Company, Los Angeles.

DAVID A. NEWMAN has been named advertising manager of Molesworth Associates, New York, atomic energy public relations and advertising agency. He was formerly with the New York office of Bozell & Jacobs, Inc.

### ACCOUNTS

PAUL BROKAW, Cleveland PR counsel, has been retained to handle public and community relations for newly-formed Cleveland Air Taxi, Inc., helicopter taxi and charter passenger service which started operations in October.

RUDER & FINN ASSOCIATES, New York, has been appointed public relations counsel for the Cullom & Gheertner Company, Atlanta and Nashville printing and lithographing firm.

KENYON & ECKHARDT INC., New York, has been appointed by Schick Incorporated of Stamford, Conn., as its advertising agency.

New account added by GOULD, BLIEDEN & MANLEY, PR counsel, Baton Rouge, is the Butane-Propane Institute of Louisiana.

GOLDBY & BYRNE, INC., New York, has been appointed PR and fund raising counsel by the American Foot Health Foundation.

GRAY & ROGERS will handle advertising, publicity and public relations for all divisions of the I-T-E Circuit Breaker Company, Philadelphia.

A number of public relations accounts supervised by Roger Brown, president of Roger Brown, Inc., New York, which had been handled by the PR division of Cecil & Presbrey, Inc., during the past year, will be returned at the end of this year to ROGER BROWN, INC., which will expand present offices at 247 Park Avenue to accommodate additional staff members who have been associated with Mr. Brown at Cecil & Presbrey, Inc.

#### NIAA APPOINTS BARBOUR V. P.

George L. Staudt, advertising manager, Harnischfeger Corp., Milwaukee, and chairman of the board of the National Industrial Advertisers Association, New York, announced the appointment of Mr. Robert J. Barbour as vice president of the Association. Mr. Barbour is advertising manager of the Bakelite Co., a division of Union Carbide & Carbon Corp., New York.

### 5th Anniversary For California PR Film

Burns W. Lee Associates celebrated the fifth anniversary of its founding early last month.

The company which has offices in both Los Angeles and San Francisco, has been serving nationally known commercial and industrial firms since early in its first year. The first major account to come with the company, in January 1950, was the Minute Maid Corporation, which still retains the Lee organization.

In the same year, 1950, two other corporations, The Goodyear Tire & Rubber Company and Monsanto Chemical Company, began an affiliation which has lasted throughout the last four years.

Founded by Burns W. Lee in November, 1949, the firm is now headed by Mr. Lee and his partner, Patrick O'Rourke, who joined the organization as an account executive two and a half years ago.

## Samuel D. Fuson Dead; Well-Known in PR



Samuel D. Fuson, vice president of Kudner Agency, Inc., New York, died on November 4 in Flemington, New Jersey after a lingering illness. He was 64 years old.

A former newspaperman and managing editor of The Christian Herald before entering the advertising profession, Mr. Fuson became the standard bearer in the field of public relations and was widely credited in raising the professional standards of industrial, personal and entertainment publicity and public relations. He was one of the first public relations men in the advertising agency field to be honored with a top executive designation as one of the four original vice presidents of Arthur Kudner, Inc., in 1935.

Born in Seymour, Missouri, Mr. Fuson attended Drury College in Springfield. He joined the staff of the Springfield Republican, and later went to Little Rock, Arkansas, as a political reporter for The Gazette. In 1916 he joined the Associated Press.

He served 26 months in World War I, rising from ordinary seaman to Ensign. Out of the Navy, Mr. Fuson joined the Memphis Commercial Appeal and then went to the Associated Press in New York. He became New York Correspondent for the Chicago Tribune in 1924, and in 1927 joined The Christian Herald as managing editor.

He entered the public relations field in 1930 when the late Arthur Kudner offered him the job of director of public relations of Erwin, Wasey & Company, of which Mr. Kudner was president. Mr. Kudner formed his own agency in 1935.

Mr. Fuson thought of public relations not as the artistry of spoofing the public, but as a service operation providing material pertinent to the welfare of industry and of knowledge to the public.

He was widely known in the heavy goods, entertainment, package goods, radio and television publicity fields, and was an outstanding contributor in charity and civic public relations projects. He was a member of numerous clubs and trade and educational organizations.

Upon learning of Mr. Fuson's death, Robert L. Bliss, executive vice president of the Public Relations Society of America, said:

"Sam Fuson was one of the most beloved figures in public relations. He was a kind and a gentle man—always giving a leg up to the beginner, or with a word of counsel or helpful act for anyone who came to him for assistance.

"He was a leader in his field. As one of the first public relations executives to be made a vice president of his organization in that capacity a quarter of a century ago, he has always been among those foremost in the movement ahead to a sound practice based on ethical principles and honest workmanship.

"He was a president of the National Association of Public Relations Counsel before it was merged with the American Council on Public Relations to form the Public Relations Society of America in 1947, and was one of the 6-man merger committee which was constituted as the body of incorporators. Succeeding that period he was chairman of the Executive Committee of the newly founded group for its first year (1948) and has been a member of the Board of Directors for various intervals of service since that time. For three years, while the Society attained its greatest growth, he was Chairman of the national Eligibility Committee.

"In his passing we have lost a professional executive of noted stature, but while his host of friends all over America will presently grieve, they will always remember a great person of kindly wisdom, human warmth and good humor."



It's  
the picture  
that counts

# **MPO Motion Picture Clients for 1954 Include:**

AMERICAN AIRLINES  
AMERICAN HEART ASSOCIATION  
AMERICAN HEREFORD ASSOCIATION  
AMERICAN TEL & TEL  
CAMPBELL SOUP COMPANY  
DUCKS UNLIMITED  
FORD MOTOR COMPANY  
GENERAL MOTORS CORPORATION  
GOOD HOUSEKEEPING  
H. P. HOOD & SONS  
JOHNSON & JOHNSON

MONSANTO CHEMICAL COMPANY  
NEW YORK TELEPHONE COMPANY  
OLIN MATHIESON CHEMICAL CORPORATION  
REMINGTON ARMS COMPANY  
SCOVILL MANUFACTURING  
SHELL CHEMICAL  
SOCONY-VACUUM  
STANDARD OIL COMPANY (NEW JERSEY)  
U. S. ARMY  
U. S. NAVY  
U. S. STATE DEPARTMENT

Year after year the outstanding films for Public Relations are produced by MPO.

## **MPO Productions, Inc.**

15 EAST 53RD STREET, NEW YORK 22, NEW YORK  
MURRAY HILL 8-7830



## Bank of America Creates New Service, Promotion Division

The Bank of America has created a new division which will be responsible for statewide direction of the business development activities of the bank and its 546 branches throughout California, according to an announcement by President S. Clark Beise. Included in its work will be the development of new and improved customer services and assisting branches in promoting more extensive use of bank services.

Vice President Louis B. Lundborg will be in charge of the new division. Mr. Lundborg, who was formerly general manager of the San Francisco Chamber of Commerce and later vice president of Stanford University, entered the Bank of America in 1949 as vice president in charge of public relations. He will be succeeded by Julian R. Davis, now vice president and manager of the Oakland Main Office.

Northern California activities of the new division will be under the supervision of Albert C. Meyer, who was named recently by *Time Magazine* as one of the 100 outstanding young men of San Francisco.



## AAAA Eastern Conference Open with PR Session

The three-day Eastern Annual Conference of the American Association of Advertising Agencies, Inc., held at the Hotel Roosevelt, New York, November 22-24, opened with a group meeting on public relations and publicity.

Hal Davis, vice president of Kenyon & Eckhardt, presided. John Sasso, vice president of G. M. Basford, described how PR can fit into the agency picture, discussing principles, methods, costs, billing.

Case histories of various campaigns were offered by Ralph Major, PR director of Batten, Barton, Durstine & Osborn; Kenneth L. Lowenstein, Benton & Bowles; Les Arstark of Kenyon & Eckhardt, and representatives of Bozell and Jacobs and Young & Rubicam.

A panel discussion of various phases of public relations work found PR executives of leading 4-A agencies teamed with account service executives representing top management in the agency field. Other sessions covered marketing, radio-TV administration, contact, research, copy and art, media and mechanical production.

PRSA BOARD MEETING AND ST. LOUIS CHAPTER CONFERENCE brings together top public relations men—Board members, national committee members, and Chapter member guests. Pictured top above, left to right, seated are Earl O. Ewan, staff assistant, United States Steel Corporation; Russell Wilks, PR director, United States Rubber Company; Ayres Compton, president, Ayres Compton Associates, Inc.; Theodore R. Sills, president, Theodore R. Sills & Company; Samuel L. Austin, vice president, Bozell & Jacobs, Inc. (Illinois); Robert A. Willier, senior partner, Robert A. Willier and Associates; and Woodrow G. Gatehouse, business manager, PRSA.

Standing are Ralph E. Frede, Central Missouri State Representative, The National Foundation for Infantile Paralysis, Inc.; Russell W. Tarvin, PR director, The Ohio Manufacturers' Association; Walter G. Barlow, vice president, Opinion Research Corporation; Herbert J. Rohrbach, Jr., advertising manager, PRSA; John E. Fields, vice president in charge of development, University of Southern California; Richard P. Waters, Jr., PR director, John Hancock Mutual Life Insurance Company; Kenneth J. McArdle, president, Public & Industrial Relations Limited; Thomas F. Robertson, director of public information, Eastman Kodak Company; Frederick Bowes, Jr., director of PR and advertising, Pitney-Bowes, Inc., and president of PRSA; and Milton H. Frank, director, Franklin Van Sant and Associates.

Pictured below, left to right, seated are Robert E. Hillard, executive vice president,

Fleishman-Hillard, Inc.; J. Carlisle MacDonald, assistant to the chairman of the board, United States Steel Corporation; Ed Lipscomb, PR director, National Cotton Council of America; Melva A. Chesrown, vice president, Eldean-Bugli-Chesrown, Inc.; Fred R. Jolly, community relations manager, Caterpillar Tractor Co.; Nevin J. Rodes, manager, Conveyor Section, PR Department, The Jeffrey Manufacturing Company; and William A. Durbin, PR director, Burroughs Corporation.

Standing are William Zalken of William Zalken and Associates; Marshall C. Hunt, assistant vice president, The Union Central Life Insurance Company; Ward B. Stevenson, PR director, Pillsbury Mills, Inc.; Holcombe Parkes, vice president and PR director, Benton & Bowles, Inc.; Edmond C. Powers, director, client public relations services, The Griswold-Eshleman Company; Don R. Cowell, PR director, The Quaker Oats Company; Carl Reinke, manager, PR Department, du Pont Company of Canada Limited; George C. Reiting, PR manager, Swift & Company; George M. Crowson, assistant to the president, Illinois Central Railroad; Robert L. Bliss, executive vice president, PRSA; Shirley D. Smith, PR counsel, Shirley D. Smith and Associates; Dan J. Forrestal, manager of public relations, Monsanto Chemical Company; Howard A. Marple, director of advertising and PR, Monsanto Chemical Company; William G. Werner, director of public and legal services, The Procter & Gamble Company; and Hale Nelson, vice president, Illinois Bell Telephone Company.

## Eastman Kodak Wins Gold Oscar for Best Annual Report

"If through corporation annual reports, industrial managements can bring to shareholders and the public generally not only facts and figures but also the character of individual companies, I feel that slowly but surely we shall win more understanding partners for American business, the best system of free enterprise the world has known."

This assertion was made before 1,400 business and financial leaders at the *Financial World* Tenth Annual Awards Banquet by Dr. Albert K. Chapman, president of Eastman Kodak Company, in accepting the gold oscar on behalf of his company for the annual report judged best of all of the 5,000 original entries in the competition.

Speaking in the grand ballroom of the Hotel Statler, Dr. Chapman pointed out that the annual report is the most important publication put out by corporate management, and its preparation and production is one of the most exacting communication jobs.

"No one piece of business literature is required to convey so much understanding of so many subjects to so many people as the annual report," he said. "It must be the story of a company's problems, practices and policies, its achievements and failures of the past, and its plans and hopes for the future."

Wayne A. Johnston, president of Illinois Central Railroad and recipient of the top award a year ago, presented the gold trophy to Dr. Chapman. Mr. Johnston also was awarded the runner-up citation in the large railroad classification.

Dr. Pierre R. Bretey, chairman of the independent board of judges and editor of *The Analysts Journal*, presented the silver oscars. F. J. Emmerich, president of Allied Chemical & Dye Corporation, accepted the silver trophy for the best annual report of all manufacturing industries; Edgar E. Rand, president of International Shoe Company, St. Louis, Mo., received the top award for all consumer goods industries; and Hon. Wilson McCarthy, president of Denver & Rio Grande Western Railroad, was awarded the silver oscar for the report judged best of all transportation industries.

For the fourth year in the history of the surveys, Girard Trust Corn Exchange bank, Philadelphia, Pa., received the silver trophy for the report chosen

as best of all financial institutions, and the oscar was accepted by Robert H. Wilson, vice president; Gail Belden, vice president of Central & South West Corporation received the silver award for the best report of all public utilities.

W. S. Robertson, president of American & Foreign Power Co., Inc., was presented with the silver oscar for the best report of all Latin America. The silver trophy for the best report of all Canada went to Shawinigan Water & Power Co., Ltd., Montreal, Canada, with W. F. Mainguy, executive vice president, coming to New York to accept it.

General Electric Company's annual meeting report to shareholders was judged best of its classification for the fourth consecutive year, and Chester H. Lang, vice president, was presented with the top award.

Bronze oscars for the annual reports judged best in the 100 industrial classifications were presented by Weston Smith, originator and director of the *Financial World* surveys. More than forty chief executives of financial institutions and industrial corporations were present in person to accept their trophies.

### PR Journal Moves To New England Printing Plant

The Public Relations JOURNAL, only monthly magazine in the PR field, has transferred its printing operations from New York to a small town in New England—Rochester, New Hampshire. The publication has grown rapidly since its beginning, especially in the current year. The JOURNAL will celebrate its 10th birthday next year.

Brede S. Klefos, principal and owner of the Record Press in Rochester, came to America from his native Norway three years ago. After selling printing, he bought the operation in Rochester (population 15,000) and soon outgrew it. He has just remodelled the recently purchased Boston & Maine R. R. former freight house and has a modern plant employing the use of color dynamics and in-line production.

*Work today; Prepare for Tomorrow; Learn from Yesterday.*

PARKE-DAVIS REVIEW



**PRESIDENTS OF CANADIAN AND U. S. PUBLIC RELATIONS SOCIETIES MEET IN MONTREAL**—J. Stewart Richardson, left, president of the Canadian Public Relations Society and PR director of Northern Electric, and Louis Trudel, right, PR chief of Shawinigan Water and Power Company bid goodbye to Frederick Bowes, Jr., president of the Public Relations Society of America, at the Montreal Airport, following Mr. Bowes' talk before the CPRS Montreal Chapter. Two days later Mr. Bowes addressed the Canadian Society's Toronto Chapter.

### CHRYSLER PRESIDENT TO ADDRESS EMPLOYEES VIA TV

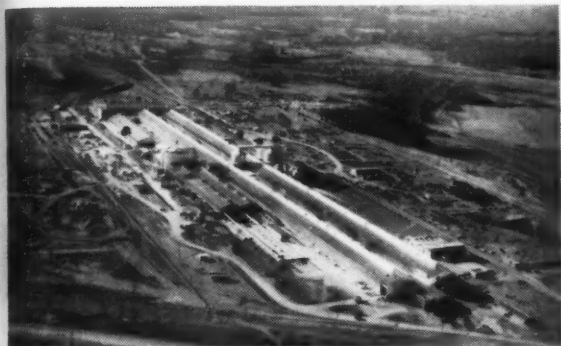
Something new in the way of holding employe meetings was demonstrated by Chrysler Corporation when it took to commercial television channels early in November with a special broadcast for employes and their families.

The half-hour program was filmed in Detroit, Hollywood, and New York for presentation prior to the public showing of the company's new 1955 passenger cars. Starting with telecasts Sunday afternoon, November 7, in Detroit and Evansville, Indiana, the program also was seen later that week by Chrysler employes in Los Angeles, Dayton, Ohio and Indianapolis, Kokomo, and New Castle, Indiana. Public showing of the company's 1955 models was scheduled for November 17.

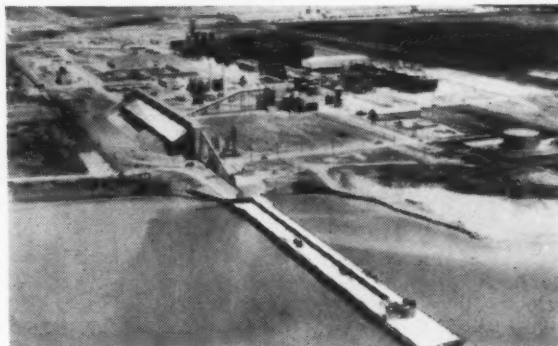
Taking part in the broadcast were stage and screen stars. Chrysler Corporation President L. I. Colbert delivered a special message to employes during the program.

Use of commercial television channels for the specific purposes of a company meeting was decided upon as the practical means of communicating with the 160,000 men and women on the company's employment rolls, while giving other residents of plant communities an opportunity to sit in.

## Reynolds builds friends and prosperity... from Arkansas to Texas!



The new Robert P. Patterson Aluminum Reduction Plant at Arkadelphia, Arkansas, is capable of producing 110,000,000 pounds of aluminum per year.



Reynolds' new La Quinta Plant in San Patricio County, Texas, cost 42 million dollars . . . is planned for 600 employees and is rated at 1,000 tons of alumina per day.

In the many states\* where Reynolds has come to live it has been our privilege to add to the prosperity of our neighbors as well as to our own. Here are the two latest examples of the logical expansion by which

Reynolds increases payrolls in its home communities, increases the taxes it pays to city, county and state governments and increases the national wealth through production of needed parts and products.

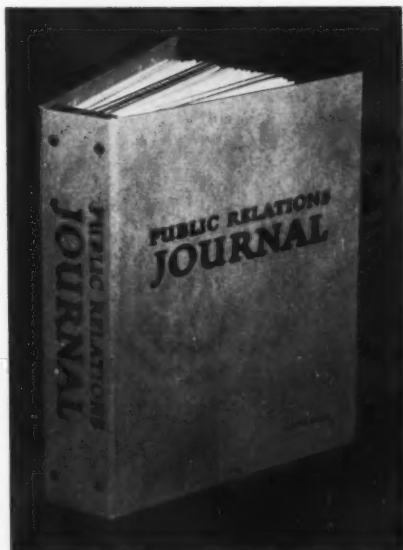
\* Alabama, Arizona, Arkansas, California, Illinois, Kentucky, Michigan, Missouri, New York, Oregon, Texas, Virginia and Washington.



**REYNOLDS METALS COMPANY**, Louisville 1, Kentucky  
(Advertisement)

### ORDER YOUR COPY NOW — FOR THE NEW YEAR

Keep your JOURNAL as a PERMANENT RECORD . . . in this beautiful  
gold imprinted, simulated leather binder



- invaluable reference for PR offices, libraries, schools and colleges
- important research source
- binder holds a year's edition
- covers are long-wearing and self supporting
- copies are inserted on wires so they can be opened flat

Price — \$3.50 postpaid  
\$3.95 with your name imprinted

Order from Public Relations Society of America, 2 West 46 Street,  
New York 36, make checks payable to "PRSA"



# THE *Record Press*

ROCHESTER

NEW HAMPSHIRE

Quality Printers  
of  
CATALOGS  
COLOR WORK  
MAGAZINES  
BOOKS

Printer of  
PUBLIC RELATIONS  
JOURNAL

Sales Offices in

Washington, D. C.

Dayton, Ohio

Baltimore, Maryland

## PR Service Guide . . .

### OUT OF THE PAST— TO YOUR MODERN DESK



Over one hundred million years ago huge beasts walked the earth. Then somehow they mysteriously disappeared. Three of the most interesting—Triceratops, Stegosaurus, Dimetrodon—have been recreated in glazed porcelain-like scale reproductions. No fair putting them on your desk with signs around their necks—"PR man with a deadline" . . . "Publisher on payday" . . . "A Big Advertiser." You can think up better signs than these and send them to your friends as amusing gifts. **SG-121.**

### UNUSUAL AND WORTHWHILE BUSINESS CHRISTMAS GIFT

Here's a Christmas gift that's different, good-looking, and practical—a push-button fire extinguisher that was grand prize winner of the National Home Safety Awards. Attractively boxed and ready for Christmas wrapping. Individual reshipping carton to simplify delivery problems. **SG-122.**

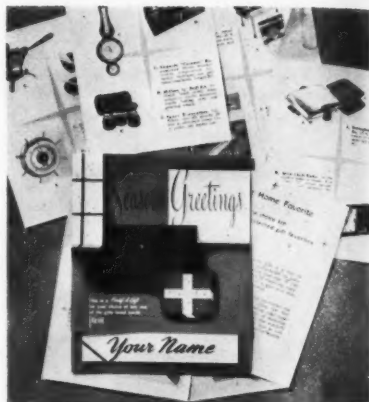
### POINT OF PURCHASE DECALS WITH REAL UTILITY VALUE



According to the manufacturer, advertisers who sell their products through retail store outlets in a variety of industries are finding greater competition looming up for prime point-of-purchase advertising material that has a real utility value for the retailers. These decal signs are intended for installation on the inside of the front door and combine an advertising message with either the store street number or store hours. Many have a "Thank You—Call Again" message on the reverse side, combined with a parting advertising message for the consumer. **SG-123.**

For information as to source of any equipment or service listed in this section, write to **SERVICE GUIDE**, Public Relations Journal, 2 West 46 Street, New York 36. Indicate item or items in which you are interested by referring to guide number.

### UNIQUE SERVICE SOLVES ANNUAL GIFT PROBLEMS



Here's a new executive gift service that makes life easy for the gift-giving businessman. An illustrated certificate permits the customer to pick his gift from a wide assortment of deluxe gift items. In this way, giving unwanted or duplicate gifts is avoided. The businessman can be sure his gifts are wanted and appreciated even though he does not know the personal interests of his customers. All details of announcing and shipping gifts are handled by the company which offers the service. **SG-124.**

### NEW BOOKLET FOR READING RACKS

In a completely new psychological approach to highway safety, "Look Who's Driving" pictures improper attitudes that result in bad driving practices as the child-like behavior of motorists who don't act their age behind the wheel. Produced in four colors, it paraphrases a movie which has twice won national recognition as the top inspirational traffic safety film of 1954. **SG-125.**

### READY-TO-USE ART

An all-new sequel to the first clip book of original drawings—more classifications, more pages—more than 500 line drawings that you can enlarge or reduce. Scratchboard, stylized, decorative, humorous, realistic and light illustration. Convenient source of art work for low-budget paste-ups . . . direct mail, circulars, catalogs, house organs, newspaper and trade-paper advertisements. **SG-126.**

# PR Service Guide . . .

## UNIQUE MINIATURE CAMERA NOW ON MARKET



Claimed by its manufacturer to be the most fabulous miniature camera in the world, developed originally for espionage, the miniature has just been introduced in America, in gold plate. So small and light it can be carried in the pocket like a fountain pen or cigarette lighter. Eleven shutter speeds. Built-in green and orange filters. Automatic parallax correction. Pinned at the executive gift-buying, professional, and prestige markets, the camera is protected by an alligator leather case and a gold-plated measuring safety chain. Also available in satin chrome finish. **SG-127.**

## SPECIAL EVENT LISTING FOR SPECIAL PROMOTION

Here's a new 48-page publication listing more than 400 business promotion events, legal holidays and religious observances which is said to be the most complete listing of such events available. "Special Days, Weeks and Months for 1955" lists events both alphabetically and by date, giving name and address of the sponsoring organization as well as the purpose and description of each special event. Primarily printed to help business men, it makes it possible for PR men, advertising agencies, newspapers, radio-TV, retailers, wholesalers, manufacturers, etc. to tie in their promotion plans with national celebrations. **SG-128.**

## COMPLETE PR-ADVERTISING PRODUCTION FACILITIES

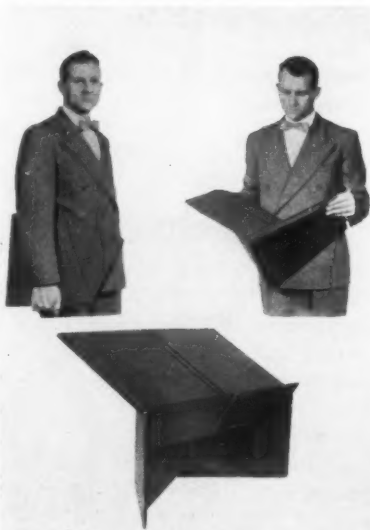
Here's a multitude of production services offered by a PR specialty firm—heat-set, direct pressure mats, color registry for the trade, matted news-picture releases, 7,000-newspaper mailing list, letterpress and offset plates (zinc, copper, black, or color), art, layout, typesetting; posters, publications; packaging and mailing; experienced craftsmen; quality product, fast service; attractive prices. Samples on request. **SG-129.**

## STAMPROMOTIONS FOR SPECIAL EVENTS



Tying in with the nation's No. 1 hobby, stamp collecting, a New Jersey firm has set up a special subdivision for "Stampromotions." The service will make available coveted First Day Covers, as a direct mail medium, in which appropriately slanted messages may be inserted. These First Day Covers are embellished with decorative designs symbolizing the commemorative event, steel engraved on bond envelopes. Effective for public relations campaigns. Complete servicing facilities from addressing and mailing to designing and printing inserts and preparing copy. Brochure on request. **SG-1210.**

## FOLDING LECTERN MAKES PUBLIC SPEAKING EASIER



This portable, folding lectern has the appearance of fine luggage, folds up like a book, is easy to carry, sets up into locked position with a flip of the fingers and is so sturdy and strong you can rest your weight on. Invaluable when a permanent lectern is not available. Bound in duPont fabrilite. Fits into the average suitcase. **SG-1211.**

## SUBSCRIBE NOW

to the

## Public Relations JOURNAL

- Handbook for practitioners
- Guidepost for opinion leaders
- Weathervane for management
- Source file for libraries
- Leading aid for the classroom

**\$7.50 per year**  
(foreign sub. \$8.50)

**The Public Relations Society  
of America, Inc.**

2 West 46 St., New York 36, N. Y.

Circle 6-0742

## Thinking of a Gift for Christmas?

*Burkholder's*  
ESTABLISHED 1888  
PRESS CLIPPING BUREAU  
BARCLAY 7-5371

165 Church Street New York 7, N. Y.

Has an ideal Loose-Leaf Scrap Book  
with Gold Imprinting. Two Sizes —  
12"x15"—\$8.90 or 18"x24"—\$20.00

## WHAT'S GOING ON?

Clippings from the business press, farm papers and consumer magazines can keep you posted on what's going on. The 2,850 publications we read are listed in the 224-page Bacon's Publicity Checker in 99 market groups. New 1954 Edition.

Ask for free copy of Booklet No. 55  
"Magazine Clippings Aid Business"  
Order Bacon's Publicity Checker on Approval  
Price \$6.00 — it will soon save its cost.

**BACON'S CLIPPING BUREAU**  
343 So. Dearborn St., Chicago 4

3 REGIONAL OFFICES  
UNDER ONE OWNERSHIP  
MEAN

**EXCLUSIVE, NATIONAL  
GRASS ROOTS COVERAGE  
ONLY from**

**LUCE  
PRESS CLIPPING  
BUREAU**

157 Chambers St., NYC 7-BArclay 7-2096  
7-4299

104 W. Linwood Blvd. 715 Harrison Street  
Kansas City, Mo. Topeka, Kansas

Write or Phone for Details

**VAZ DIAS INTERNATIONAL, INC.**  
World-Wide Press Relations

New York-Amsterdam (Holland)  
"A by-word for news  
for half a century"

157 Chambers St., New York 7, N. Y.  
Dlghy 9-2287

**REACH ALL RADIO-TV  
WITH YOUR PUBLICITY**

AIR LINES is the new script  
medium that is more effective,  
less costly.

WRITE TODAY FOR DETAILS!  
**APS ASSOCIATES**  
Box 405—Rahway, N. J.

## PR Service Guide . . .

### GUIDE TO PRINTING COSTS



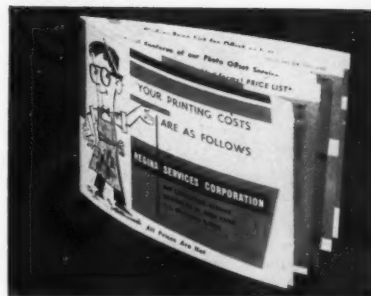
"How much shall we allow for printing?" That's the question that generally pops up when a budget is under preparation. More often than not, it means delaying the budget until printers can be contacted for quotations, or else a wide guess is made as to costs. One progressive printer knew this and has come up with the answer to the impossible—a 16-page estimating booklet for use in figuring prices on catalogs, brochures, letterheads, envelopes, etc., including bindery operations. The booklet entitled "Your Printing Costs Are As Follows. . ." is available free. **SG-1212.**

### DOZEN IN ONE



Imagine a single rubber stamp machine that does the work of twelve. The new "Daily Dozen" multiple stamp contains all the proper imprints for mailing, banking and billing . . . simply turn the dial to select the imprint you need. Each of the twelve rubber stamps built into this efficient machine is over one and a half inches long. If purchased individually, the twelve stamps would cost about \$10; but this convenient, space-saving machine sells for less than \$2.00. **SG-1213.**

### NEW DEVELOPMENT IN COLLATORS



Development of a special regulator, permitting easier handling of odd size paper sheets, has just been announced by a leading manufacturer of collators. Adaptable to both 20 and 32-page tandem models, the regulator permits fast, semi-automatic adjustment of the feeder-arms for any sheet from 3" x 8½" to 14" x 17". For all offices where bulky releases, bulletins, directives, lists, and other papers to be assembled vary in sheet size, the regulator will aid overall efficiency of the units, which are capable of collating as many as 12,000 sheets an hour. **SG-1214.**

### NO MORE PICTURE STRAIGHTENING

Pictabs is the newest and best way to stop pictures from tilting and keep dust from collecting behind them. No tools needed. Just stick self-adhering Pictabs behind the lower edges of any size frames. Applied to the bottoms of lamps and ash trays, Pictabs prevents scratchy bases from marring fine surfaces. **SG-1215.**



## Nobody likes to pay for your mail!

Public relations problem! "Postage due" is irritating to the recipient, a pain in the neck to the postman . . . poor public relations for any firm! And overpaid postage is plain wasteful! A Pitney-Bowes precision Mailing Scale, with its automatic pendulum mechanism and wide-spaced markings . . . is extremely accurate, yet fast-acting . . . never leaves you in doubt as to the exact amount of postage needed! . . . And speeds up mailing as well! . . . Special models for Parcel Post . . . Have your office manager call the nearest PB office for a demonstration, or write for free illustrated booklet!

FREE: Handy chart of Postal Rates  
with parcel post map and zone finder



### PITNEY-BOWES Mailing Scales

PITNEY-BOWES, INC.  
5219 Pacific St., Stamford, Conn.

Originators of the postage meter . . . offices in 93 cities.





## ATAE Elects Officers At Annual Convention

Howard A. Prentice of Washington, D. C., was elected president of the American Trade Association Executives at their 1954 annual convention held in Los Angeles early in November. Mr. Prentice is vice president of Corn Industries Research Foundation. Harold A. Wallace, executive vice president of Associated Credit Bureaus of America, Inc., succeeds Mr. Prentice as senior vice president of ATAE.

Samuel B. Shapiro, manager of the Linen Supply Association of America, was re-elected to another term as manager.

Elected to the Board of Directors were C. E. Buchner, Tulsa; F. Kermit Donaldson, Cleveland; Lawrence S. Martin, Washington, D. C.; Harold Massey, New York City; Charles F. Oddy, New York City; Roscoe R. Rau, Chicago; B. W. Ruark, Chicago; and Thomas C. Schumacher, Los Angeles.

Outgoing President Chester C. Kelley, Asbestos-Cement Products Association, New York City, stressed the strong need for "business statesmanship" in the trade association movement. "By this," he said, "I mean that association leaders should not put the interests of any one industry or business above that of the whole economy of the nation."

ATAE is dedicated to improving the effectiveness of the trade association movement in the U. S. and represents over 100,000 professional individuals and firms across the nation. The 1955 convention will be held August 1-3 on Mackinac Island, Michigan.



**IDEA**—To announce the opening of its new office in Seattle, the Western Red Cedar Lumber Association mailed enough cedar siding to cover 17 modern two-bedroom homes. The siding was made into a novel post card. Being feather-light and pitch-free, it was accepted by the Post Office because it would not split or break and was easy to handle. The announcements were mailed to architects, builders and lumber dealers throughout North America.

## Express Rates Reduced On Advertising, Printing

Reduced express rates on shipments of many types of advertising and printed matter were put into effect by Railway Express Agency, Inc. on November 27.

The substantial third class rate reductions—as high as 40 per cent or more depending on weight and distance—are based on new pound rates and cover nine express scale, or distance, groupings. The old rate was 1-1/5 cents per ounce regardless of distance. Under both the old and new rates, minimum charges are \$1.80 with charges not to exceed first class express rates.

## State Should Use PR In Traffic Directions

The number of highway accidents could be reduced, lives saved and the driving pleasure of the average motorist increased if every state would engage the services of a public relations firm to help develop its traffic signs, according to Charles G. Nichols, a vice president of the Chamber of Commerce of the United States.

Addressing the national convention of the National Association of Traffic Engineers at Kansas City, Missouri, recently, Mr. Nichols discussed such absurdities as 35-mile-per-hour speed limit signs which suddenly loom into view 10 feet ahead on a 50-mile-per-hour highway, making a violator out of every passing motorist because there is not enough advance warning to reduce speed.

A public relations firm, by stressing the positive instead of the negative, would, he said, develop such signs as this on all main roads at state boundary lines: "Welcome to Missouri. We want you to travel in safety in our State. Our speed limits are enforced. They are made for your protection. We ask you to observe them. Happy journey."

Mr. Nichols, a Youngstown, Ohio, merchant, said he believes motorists would respond to information of that kind.

"I am convinced that a sign reading, 'Our speed limit is 50 miles an hour, and we mean it,' has less effect on the motorist because it is negative."

## Common and Preferred Dividend Notice

October 27, 1954

The Board of Directors of the Company has declared the following quarterly dividends, all payable on Dec. 1, 1954, to stockholders of record at close of business Nov. 5, 1954:

Security	Amount per Share
Preferred Stock, 5.50% First Preferred Series	\$1.37½
Preferred Stock, 4.75% Convertible Series	\$1.18¾
Preferred Stock, 4.50% Convertible Series	\$1.12½
Common Stock	\$0.35

*W. J. Nichols*  
Secretary

**TEXAS EASTERN**  *Transmission Corporation*  
SHREVEPORT, LOUISIANA



## PROFESSIONAL DIRECTORY

### KETCHUM, INC.

Public Relations Counsellors  
To Corporations and Associations  
Since 1919

*Pittsburgh - New York*

### Burns W. Lee Associates

Public Relations Counsellors

SERVING INDUSTRIAL-  
COMMERCIAL ACCOUNTS  
NATIONALLY,  
REGIONALLY

LOS ANGELES  
607 South Hobart Blvd.  
Los Angeles 5, Calif.  
DUnkirk 8-4131

SAN FRANCISCO  
821 Market St., Room 729  
San Francisco 3, Calif.  
DOuglas 2-8538

### GARTLEY & ASSOCIATES, Inc.

Financial Public Relations

Counsel and liaison activities between corporate management and investors and financial community opinion leaders (security analysts, investment research staffs, statistical services and the financial press).

68 William Street, New York 5  
WHitehall 3-6770

### For A Safe, Happy Birthday

American Brake Shoe's Public Relations Department has found a way to emphasize safety in an entertaining manner. They have developed a series of six greeting cards to wish employees a "Happy Birthday." Each card includes a message on safety in a light humorous style and is signed by all members of the Safety Committee at the employee's plant when it is sent to him. PR Director Walter G. Anderson says the cards have an amazing public relations appeal as well as a practical application.

BERTRAND W. HALL & CO.  
41 EAST 42D ST. NEW YORK 17, N. Y.

Specialists in . . .

- Financial Public Relations
- Stockholder Relations
- Corporate Development

SERVICE  
IN  
THE  
SOUTHWEST



THE PAUL CAIN ORGANIZATION, INC.  
Public Relations  
3906 LEMMON AVENUE • DALLAS 19, TEXAS  
LOgan 7487 • LOgan 1079

### ROBERT D. ECKHOUSE & ASSOCIATES

Public Relations

175 Fifth Avenue New York City 10  
ALgonquin 4-9017

### Bank of Montreal Wins Advertising Award

The Bank of Montreal has been awarded the "Socrates' High Award of the Year" as top financial advertiser on the North American continent, for its advertising during the past twelve months. Canada won the award only once before, in 1946, and the Bank of Montreal was the winner then.

Announcement of the award was made by Vincent Edwards and Company, publishers of "Bank Ad-views," a monthly publication which evaluates the advertising of banks and trust companies throughout the United States and Canada.

For the past two years, the award has been won by the Bank of America, world's largest bank.

## Coming Events in PR

December 1-3, 1954—59th Annual Congress of American Industry, sponsored by National Association of Manufacturers, Waldorf-Astoria, New York.

November 13-16, 1955—8th Annual National PR Conference, Los Angeles, Calif.

### John Hancock Entertains 10,000 In Open House

Nearly 10,000 people were entertained early in November by the John Hancock Mutual Life Insurance Company, Boston, Mass. at one of the biggest "Family Day" parties ever held in New England.

For four hours, from two to six, visitors toured the 26-story building, met Hancock executives, consumed 500 gallons of coffee, 300 gallons of ice cream and almost three-quarters of a ton of brownies baked in the Hancock cafeteria. Hundreds of balloons were distributed to youngsters and every visitor received a souvenir gift.

The 700 children who attended enjoyed "Punch and Judy" shows, performances of Bourdini, the magician, and a continuous program of movies in John Hancock Hall. A rollicking clown and a hurdy-gurdy man, circulating from department to department, added to the festive atmosphere.

A local company specializing in rustic outdoor fences provided a unique corral in the main lobby which served as a "Lost and Found" department for any youngsters who got mislaid, and the company's medical clinic was open all afternoon to handle first-aid emergencies. The Hancock also provided free parking for its guests in a nearby parking lot.

Sixty refreshment stands in departments throughout the building afforded Company employees an opportunity to visit in their own departments and introduce their families to fellow workers.

"The issue is not whether public relations should be practised, but how it should be practised—and by whom."

Sir Miles Thomas

## parens\*

This is a column about things that interest PR people. Some important, some whimsical, some of passing interest, some of significance. The writer's blasts and kudos are not necessarily those of the JOURNAL Publications Board.

### parens

Discovered by mistake, named in church, and known by more Americans than any U. S. president, we'll bet—and a public relations-sales story from the beginning, 75 years ago. That's the story of Ivory Soap, whose percentage of pureness is a fixture in the American lexicon of perfection. The story, with nostalgia-laden early ads and trade spiels, is beautifully told in a special issue of Moonbeams, Procter & Gamble's employee magazine, which commemorates Ivory's 75th year. Get a copy for entertaining case history reading.

### parens

A very savvy gal named Adelaide van Loon, who visited the U. S. recently on behalf of the American Businessmen's Club of Amsterdam, Holland, told us she was one of the first Dutch women ever accepted as a public speaker before mixed meetings in The Netherlands. It seems ladies still traditionally sit and listen.

### parens

Pan American World Airways has just put out a circus bill poster mailing piece directed to advertising and communications people threatening them with every malady in the book if they don't hop a clipper for a vacation abroad. If you have the symptoms of chronic gripe, jaundiced eye, memocholia, or inflammation of the budget—they claim you can be restored by you know what. They even merchandise "pay later balm." Clever piece—worth seeing for the P. T. Barnum type faces used.

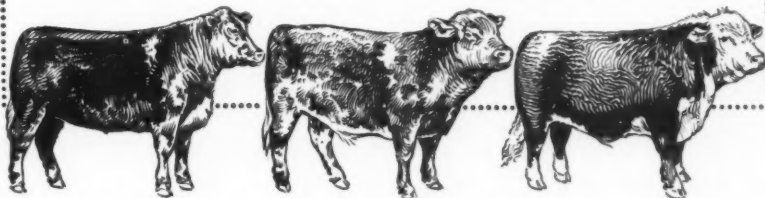
### parens

Salesmen, media reps and service people calling at Westheimer and Block's St. Louis advertising and public relations firm are handed a booklet which gives details of the organization's 7-point welcome service. Callers are invited to use facilities for everything from phone service to morning coffee and parking assistance—and the names of all employees with job responsibilities are given for quick visitor reference. How nice can you get?

\* Short for "parentheses," used by typists and proofreaders.

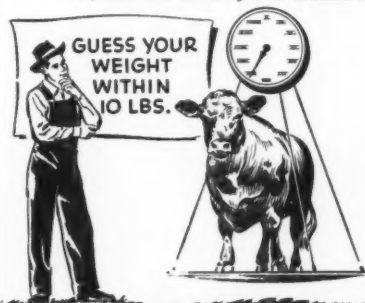
## QUICK QUIZ for BEEFEATERS

If you know the answers, you are qualified to converse (or argue) with authority in the company of visiting cowboys, eminent economists or the waiter who serves you your steak.



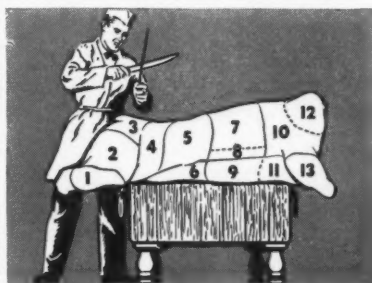
**Q.** Which steer will make choice grade beef?

**A.** The grade of the meat can't be established definitely until after the steer is dressed. But to be a buyer for a meat packing plant you'd have to be able to judge not only what the grade will be, but the meat yield within 1%.



**Q.** How many pounds of beef in a 1000-lb. steer?

**A.** Dressing percentage varies from one animal to another but on the average, a steer that weighs in at 1000 lbs. "shrinks down" to 600 lbs. of dressed beef. A steer that brings 25¢ per lb. on the hoof (for example) actually costs the packer about 40¢ per lb. for the beef.



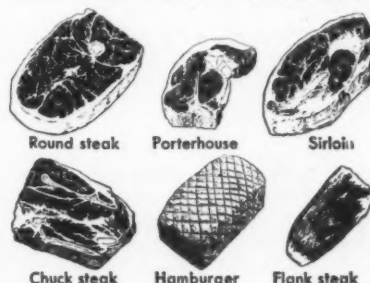
**Q.** Where does sirloin steak come from?

**A.** On the side of beef pictured, the sirloin section is No. 4. Only about 8% of a side of beef is sirloin. There is over 5 times as much pot roast, stew meat and hamburger in a side of beef.



**Q.** If the meat packer pays \$250 for a steer, what can he expect to get for the dressed beef?

**A.** \$250 or less. Meat packers frequently sell the beef for less than they paid for the animal on the hoof. Overhead costs and profit must come from recovery and sale of by-products, such as hides for leather, glands for medicine.



**Q.** Which is the best steak for broiling.

**A.** Opinions differ, but if you name Porterhouse as your first choice, remember there are only a few cuts of Porterhouse on a 300-lb. side of beef. That's why it naturally costs more.

AMERICAN MEAT INSTITUTE  
Headquarters, Chicago • Members throughout the U. S.  
(Advertisement)



# THE HOPPER

## "Project one million"

Your "blue pencil" did us no harm. In fact, both Gene Robbins and I couldn't be more pleased with the way you handled our story. ("Project one million," October 1954)

We believe it would be an excellent idea to further our good relations with the companies who assisted us so much in putting on this project, if we sent them copies of the JOURNAL. Would you please send me two dozen copies of the October issue? We will be happy to pay any cost for the magazines and postage.

A. D. BRUCE, JR.

*Director of Public Relations  
Southwestern Savings and Loan  
Association of Houston  
Houston, Texas*

## The Annual Report Exhibit

The current issue of the Public Relations JOURNAL carries an article titled "Getting More Mileage From the Annual Report." The caption for the illustration of the piece reads: "An exhibit of prize winners then travels around the country . . ."

Whatever information you can give me as to the route of this display would be of invaluable help to me, for if I were able to see these reports, our own annual statement would undoubtedly gain appreciably.

RICHARD EISMINGER

*Director Advertising and Public Relations  
Pierce Insurance Company  
North Hollywood, California*

## AAA's TV Handbook

Enclosed is a copy of the American Automobile Association TV Handbook for Motor Clubs, which we prepared for the guidance of our affiliated clubs. The booklet was compiled by Edgar Parsons, our Radio-TV Editor, in order to assist our affiliated clubs in meeting the challenge and opportunities of the growing number of TV stations in communities throughout the country.

We printed more copies than would be needed for our own people and if any of your readers would care for a copy we will be glad to furnish them without charge as long as the supply lasts.

R. W. TUPPER

*Department of Public Relations  
American Automobile Association  
1712 G Street, N. W.  
Washington F, D. C.*

## PR Classroom Laboratory

Thoroughly enjoyed reading your article "Classroom a PR laboratory" in the October issue of the Public Relations JOURNAL. I think it is wonderful that the Whittier High School of Whittier, California, has taken an active part in public relations and let's hope it will be an incentive to more high schools to do likewise.

PHYLLIS M. KOTTKE

*Public Relations  
The Minneapolis Savings and Loan Association  
Minneapolis, Minnesota*

## Audience Backfire

Your editorial entitled "Audience Backfire" in the October issue of the Public Relations Journal is a dandy. I liked especially what you wrote about people who complain that they're bored by conferences, and I agree with you 100% that the obligation of the guest to share with the host the responsibility of seeing that the party is a success applies to business as well as social affairs.

GEORGE M. CROWSON

*Assistant to the President  
Illinois Central Railroad  
Chicago, Illinois*

## Classified Advertising

When answering ads please address as follows: Box number, PUBLIC RELATIONS JOURNAL, 2 West 46th Street, New York 36, N. Y. Rates: "Positions Wanted" \$1.00 per line, 5 line minimum; "Help Wanted" \$2.00 per line 5-line minimum. Payable in advance.

(Deadline for copy is the 10th of month preceding date of publication.)

## Positions Wanted

PR-CONTACT MAN—5 years experience as executive assistant to two VP-Dir. of nationally known industrial firm whose operations encompass both N. and S. America. Direct contact with heads of largest accounts on individual as well as corporation level. Traveled extensively abroad. Energetic, ambitious, unafraid of strenuous activity. Age 27, single. Box T-12.

PUBLIC RELATIONS TRAINEE. Young man, 25, BBA, executive potential, will start at bottom for a future. Advertising-public relations-psychology background. Vet, Army medal for writing ability, leadership. Box B-12.

A persuasive writer, 32, since July in Midwest metropolitan news job, belongs in public relations. Four years successful business partner; executive potential; tact, judgment, good appearance, amiable; ex-daily, weekly reporter; like to think; well-travelled U. S. & Europe; family man (1 son); like change soon. Box X-12.

PR ASSISTANT EXECUTIVE. Three years experience—administrative assistant, government protocol, advertising and sales promotion. Widely traveled, three languages. Top education and references. Will relocate. Age 29. Box S-12.

SIX YEARS newspaper work plus free-lance TV, radio, magazine. Drawing top pay now as staff writer on metropolitan daily. Seek advantageous change in PR. Married, 28, Vet., degree, top references. Box P-12.

SOLID EXPERIENCE in motion picture-radio-TV-PR writing-contact. NY ad agency background in copy, account work. Ivy league journalism. Age 27. Single. Box T-122.

Experienced in publicity, M.S. in public relations, enterprising Korean vet with national placements desires public relations position with energetic organization. Box W-12.

LEGISLATIVE-PUBLIC RELATIONS specialist available for assn. or industrial post. Proven ability to arouse and mobilize public opinion to affect legislation, as director, organized, producer. Box M-12.

PUBLIC RELATIONS ass't exec. seeks industrial post. Five years experience top PR agency all phases institutional PR. Proven organizer-producer. Facile writer and analyst. Yale grad. Box M-122.

Public Relations, Trade Newspaper. Four years exp. in PR on Industrial and Social Service accounts, daily, weekly newspaper, brochure layout, public speaking. BS in Journ. Age 26. Box K-12.

EXPORT EXECUTIVE. Young, has organized foreign public relations advertising department, leading U. S. manufacturer consumer products. Successful record foreign sales promotion. Good copywriter. Perfect Spanish and French. Extensive travel Europe, Latin America. Box G-12.



## Suppose Gasoline Refiners and Retailers Couldn't Adjust Prices to Meet Market Conditions

Because of intense competition at all levels in the oil industry—from refining through retailing—American motorists get better service from their local gas stations and derive more efficiency from the gasoline they use than any other motorists in the world.

Individual petroleum companies and individual gasoline retailers are free to adjust prices to meet seasonal fluctuations in demand for their product—or to counter local or regional competitive situations.

But the railroads—with petroleum purchases totaling about \$400 million a year, making them one of the oil industry's biggest customers—do not have the same

freedom. Archaic regulations, most of them established when the railroads were practically a monopoly, are ill-adapted to today's highly competitive situation in the transportation industry.

These regulations deprive the railroads of the price flexibility essential to meet today's market conditions and competitive situations.

For example, last year one group of railroads was refused the right to *lower* rates on canned goods to meet the competitive highway situation—on grounds that reduced rates would not add to revenues. At about the same time, another group of railroads was forbidden to *raise* rates on

fresh vegetables on the grounds that, even though they were losing money hauling them, they were making a net profit from their overall business.

The confusion and losses resulting from such regulation have proved harmful to the railroads operating in the highly populated, industrialized East.

These roads believe they could operate more soundly—and serve industry and the public better—if the regulations affecting them were modernized and brought into line with conditions as they exist *today* in the transportation industry... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.



## launched: *an idea*

In 1947 The New Yorker carried the first of a series of advertisements for a sleek, free-wheeling, "featherlight" bicycle. It was the Raleigh, a British import. Here, too, was introduced an exciting new concept in cycling. Off with the fetters of gimmicks and gadgets. On to the open road, effortless as a zephyr.

Sporty English bikes soon caught the American public's fancy. Sales leaped from 16,000 units in 1949 to 593,000 in 1953.

Since 1947 The New Yorker has carried more than double the advertising space run by Raleigh in any other magazine. It has received better than 40% of all Raleigh magazine dollars.

Raleigh likes The New Yorker because New Yorker readers, young and not-so-young, are inquisitive about new ideas . . . acquisitive for new products.  
Have you an idea to launch?



THE  
**NEW YORKER**  
25 WEST 41ST STREET, NEW YORK 36, N. Y.

(Advertisement)



